

# *The* **NATIONAL UNDERWRITER**

*Life Insurance Edition*



**FRIDAY, NOVEMBER 8, 1940**



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progress*



**The OHIO NATIONAL  
LIFE INSURANCE COMPANY**

**CINCINNATI, OHIO**

*T. W. Appleby, President*

# The NATIONAL UNDERWRITER

Forty-fourth Year—No. 46

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, NOVEMBER 8, 1940

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## Peoria Continues Sales Congress Attendance Gains

Roger Hull to Spend Half Time in Washington, Wright Announces

By C. D. SPENCER

PEORIA, ILL.—Setting new attendance records has become a habit at the annual sales congress of the Life Underwriters Association of Peoria held every fall in connection with the annual meeting of the Illinois Association of Life Underwriters. This year was no exception with over 700 registered to hear an outstanding and varied program.

In the course of his talk, Harry T. Wright, Equitable Society, Chicago, president National Association of Life Underwriters, announced that duties at the national headquarters have been reallocated to permit Roger B. Hull, general counsel, to spend half his time in Washington on legislative activities. Mr. Wright also announced that Grant Taggart, California-Western States Life, Cowley, Wyo., National association secretary, will be membership chairman, with Paul C. Sanborn, Connecticut Mutual general agent, Boston, as cochairman. H. A. Hedges, Equitable of Iowa general agent, Kansas City, will be in charge of public information.

Mr. Hull will maintain his Washington headquarters with Baker, Selby & Ravenel, attorneys, 812 American Security building.

### Urges Elimination of Unfit

A sincere movement for the elimination of unfit and unproductive agents will materially help the good agent and increase the prestige of the business in general, Mr. Wright declared. He promised that any decision that is made by National association executives will be carefully checked and rechecked with expert men in the business who have its affairs at heart. He will continue to follow through the objectives set in motion by C. J. Zimmerman, Connecticut Mutual, Chicago, past president National association.

Agents are paying their own way by the service they are rendering in securing a cross section of risks and reducing mortality, Mr. Wright declared. He characterized men who attack the institution of life insurance as fifth columnists.

The function of government is to provide law and order and not to have government officials step out of character and take jobs away from people, who put them in office, Mr. Wright said. If

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## A. L. C. Rate Change Survey Shows Companies' Practices

The percentage of larger companies which already have or plan to increase non-participating rates is approximately double that of the smaller companies, a survey conducted by the American Life Convention indicates. So far the smaller companies generally have held back from reducing their interest assumption to 3 percent and thus increasing their rates and values, it is said, but it is felt in the next few months many of them will take this action. This was the sentiment at the recent meeting of the American Institute of Actuaries and Actuarial Society of America held in White Sulphur Springs, W. Va.

### Most Still on 3½% Basis

The A.L.C. survey, carried out under the direction of F. E. Huston, secretary-actuary, showed eight nonpart-par companies and one nonpar company are changing this year or within the next six months to 3 percent reserve basis, but the valuation base of other reporting companies is 3½ percent. Three percent reserves, including companies expected to change within the next six months, are being used by 77 percent of companies writing participating business only. 27 percent of the "mixed" companies with less than \$400,000,000 in force and 61 percent of "mixed" companies with more than \$400,000,000.

It is indicated that nonpar rates are in process of being increased by approximately 20 percent of companies writing nonpar only and by 54 percent of the "mixed" companies and that the number of companies remaining on the 3½ percent participating basis represents 23 percent of the purely participating companies and 64 percent of the companies writing also nonpar.

Of the companies writing nonpar only, 13 percent of those reporting with less than \$50,000,000 in force, 20 percent of those with \$50,000,000 to \$400,000,000 in force and 50 percent for those over \$400,000,000 are increasing their rates. The "mixed" companies show, correspondingly, 37 percent, 55 percent and 61 percent.

### Policy Loan Interest Practices

Excluding companies licensed in New York where the statute limits policy loan interest to a maximum of 5 percent, 5 to 5½ percent is being charged by companies with less than \$150,000,000 in force, 23 percent of those with \$150,000,000 to \$400,000,000, and 38 percent of those with more than \$400,000,000.

There is a decided tendency to increase the proportion of participating business among the mixed companies. More than one-third are paying higher first year commissions on par than on nonpar business, the A.L.C. survey shows. The average "mixed" company writing both par and nonpar shows an increase as to the proportion of new business on the participating basis of about 50 percent in the last five year period, or an annual increase of about 10 percent.

### Settlement Options Action

Approximately 25 percent of companies with less than \$50,000,000 in force still have their settlement options in-

volving life contingencies on the American Experience 3½ percent table, and a like percentage on the 3 percent 1937 standard annuity table. Of the companies with over \$400,000,000 in force, 70 percent employ the 3 percent standard table of 1937 and the remainder use the American Annuity 3 percent table. In both cases the basis is further adjusted by rating back the age in the table.

It was found that about 40 percent of the companies are increasing their annuity rates.

The annuity study showed three companies with over \$1,000,000,000 in force are increasing rates on all single premium plans, two are increasing on all plans, one is increasing on all single premium immediate and deferred annuities and level premium retirement income bonds, another on single premium immediate annuities and annual premium retirement annuities, and still another on all plans except survivorship annuities and deferred survivorship annuities.

### War Clause Use Is Limited

It was found 42 of the 100 companies which replied are not using any type of war clause and 22 use the clause rarely or only in special cases. Two companies use such a clause in the case of enlisted men, one for enlisted men who apply for over \$10,000, four for enlisted men and reserves, one for enlisted men, and reserves applying for over \$2,500, four for the same applying for over \$5,000, two in certain cases where more than \$5,000 is applied for and on foreign born, one in the case of aliens. There were 28 companies which had no requirement that the insured indicate his knowledge and acceptance of the war and/or aviation riders, nine carry contractual provisions in the policy, 11 require the applicant to sign a copy of the rider before a witness.

Of the companies with \$400,000,000 to \$1,000,000,000 in force practices vary widely. One company requires the aviation exclusion rider only for applicants with pilot hazard, present or future; some others, the rider where state laws permit on the majority of cases involving private flying, some charging an extra premium.

### Attitude on Aviation Risk

One company requires the rider if the applicant is a pilot or expects to become one, and moreover all its policies contain a two year aviation clause and the war clause contains a permanent aviation exclusion clause where laws permit, but neither applying to fare paying passengers. Some companies apply the rider to college students interested in aviation training courses, to military and naval risks, except at ages and on risks where the hazard is small.

A general rule is to use at least a partial aviation exclusion rider where there is a distinct aviation hazard beyond the acceptable amount of passenger plane flying and to use it in the case of all pilots. One company inserts this rider in all policies issued to male applicants up to age 30.

There is great variance also in the views of the head office underwriters as

## Commission Revision Proposal Is Given General Approval

Service Commission Provision Most Popular Feature with Field Forces

NEW YORK—The service commission provision appears to be the most popular feature of the proposed commission revision plan brought out at the Life Agency Officers-Sales Research Bureau meeting, so far as field forces are concerned, although the entire proposal has met with general approval. Even those who feel it is still a long way from an ideal solution are encouraged at the progress that has been made.

The service commission—set at 2 percent in the proposal—is particularly desirable, the agents feel, because of the greater amount of service work necessary in connection with improved methods of selling. Yet while welcoming increased earnings the agents on the firing line are very mindful of the need of keeping the total acquisition cost within the present limits. Not only would an increase in insurance costs make it more difficult for the purchaser to buy the insurance he needs but the possible hostile reaction of the public which felt commissions were being raised unjustifiably might make net earnings no better than they are now.

One valuable use that is seen for the service commission is to help finance new men, since offices which have been in existence for any great length of time have a considerable amount of "orphan" business on their books—policyholders whom the original agent is no longer servicing.

R. G. Engelsman, general agent New York City, Penn Mutual Life, and president New York State Life Underwriters Association, when asked his opinion of the compensation revision proposal said that he considered it a great step forward. He said that one change which he would like to see is the basing of commissions on the amount of insurance

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to what, if any, extra premium should be charged for army, navy, marine corps and coast guard. The very large companies are taking either selected risks for limited amounts on permanent plans without restrictions, or \$5,000 to \$10,000 standard and the balance with the war clause, although some limit to \$5,000 on the permanent plan and others have no rating but require a war clause and sometimes an aviation clause beyond \$5,000.

Of the 100 companies cited, 10 require an extra premium of \$25 on CAA student pilots, 30 impose the aviation rider, 21 decline or so far have not accepted them and the remainder have not announced their decisions.



## Best Co. Corrects Roosevelt on His Hartford Address

NEW YORK—A. M. Best Co. in its bulletin this week refers to President Roosevelt's attack on life companies in his Hartford address. The Best Company says:

"We do not consider that it is either our duty or our privilege to engage in political discussions in our publications. We do consider it both our duty and our privilege, however, to discuss economic questions which affect the operations of insurance companies, and the security of their policyholders; and circumstances not of our choosing have made such discussions necessary in recent years. We further deem it our duty and our privilege to correct misstatements, whatever their source, reflecting upon the responsibility of insurance companies or the integrity of their managements. It now becomes necessary to correct a serious misstatement by the President of the United States.

"In an address at Hartford, carried over the radio on Oct. 30, President Roosevelt said that 'there are people in every single one of the 48 states who hold policies in your insurance companies,' and that 'there are many executives of insurance companies who are trying to spread fear—not just here in Hartford, not just in Connecticut, but among the policyholders in every part of the Union.' Later he referred to this alleged fear campaign as 'the most dastardly and the most unpatriotic action,' and used the words 'those false statements.'

### Best Points Out the Facts

"The facts are:

"(1) Of our own knowledge we can state that no responsible insurance official has done what the President charged.

"(2) Policyholders are safe, despite the difficulties created for the companies by vast governmental spending of borrowed money and other unsound and business baiting policies.

"But the general situation should not be ignored. Paper 'promises to pay' are being handed out by the federal government at the rate of \$10,000,000 a day! In the last two weeks alone paper money and (paper) bank deposits increased \$441,000,000. The fiscal policies of the administration are leading to chaos and collapse. The day of reckoning is coming, and the longer delayed the worse it will be.

"For those who do not follow the complex fiscal factors at work we offer the analogy of the assessment life associations. By writing increasing amounts of new business each year, at inadequate premiums, the mortality rate may be kept down and appearances saved, but the bigger such a concern grows the worse the final catastrophe.

"In the life insurance business there is another reason why policyholders should be concerned—the TNEC investigation, which many believe is headed toward government control, despite denials. Policyholders should ask themselves whether they want their companies' assets in the control of the same administration which runs social security, and which, though collecting billions in taxes hasn't actually reserved one cent of the money toward payment in the future of the benefits promised now. Policyholders have reason to be concerned—and the rest of the Americans with them; but not about the insurance companies, which are still in thoroughly sound condition."

### HARRY WRIGHT'S STATEMENT

A few days prior to the election, the National Association of Life Underwriters issued a statement by President Harry T. Wright in denial of allegations in political circles that agents of legal reserve life companies had been coerced to take part in the campaign.

Mr. Wright referred to statements that have been made implying that

## Vice-Chairmen of Related Bodies



JOHN H. EVANS

The new vice-chairman of the board of directors of the Life Agency Officers Association is John H. Evans, vice-president of Ohio National Life. George



GEORGE A. PATTON

A. Patton, vice-president Mutual Life, is the new vice-chairman of the board of directors of the Sales Research Bureau.

agents have incited fear among their policyholders in connection with the issues of the campaign. The N.A.L.U., he stated, has been absolutely non-political. It was taking no part in the presidential campaign and Mr. Wright said that he has no knowledge of members having been coerced by their companies to take sides. The individual members have been entirely free to express themselves and to do what they believed to be in the best interest of their policyholders. The officers and trustees of the National association, he said, have taken no official action along political lines "nor have we been coerced in any form, shape or manner to take any action in this campaign."

### Peter Fraser on Air

Peter M. Fraser, vice-president of Connecticut Mutual Life, made a talk over station WHTT in Hartford last Saturday evening in "explanation of policies and principles of management of insurance companies" which have been criticised by the chief executive of the United States in an address which he made in Hartford last Wednesday.

Mr. Fraser referred to the statement of President Roosevelt that insurance companies would have been in the red had they sought liquidation early in the Roosevelt administration. So far as the life insurance business is concerned, such a statement is based on a misunderstanding of the basic principles of the business, he declared. The assets of life companies represent primarily a first mortgage on the essential industries of the country. At no given time could an adequate market be found for the liquidation of \$25,000,000,000 of assets or any considerable portion of that amount nor could it be done at any time regardless of what administration might be in office. Nor would there be any need for it because these investments are held as permanent investments to return income.

Insurance is a long time proposition and no one wants to hasten the maturity of his contracts even by death or otherwise. The investment policy of every company is designed to provide funds to meet obligations as they fall due over a period of time.

### Meet the Obligations

Throughout the depression, he said, the companies were altogether able to meet their obligations currently and in the future, according to the terms of their contracts.

He referred to the interest rate situation, pointing out that on Jan. 31, 1932, the life companies were paying on the

average 4.8 percent on proceeds of policies and dividends left with the company. Today the rate has been reduced to about 3½ percent or a reduction of 27 percent. The life companies had no control over this situation.

The power of the life companies in Hartford to pay every claim when due, to survive and recuperate from the effects of the last eight years, he said, has not been dependent upon what the federal government has or has not done in the agricultural field, but has been due to a long time sound investment policy. As of Dec. 31, 1932 only 12 percent of the assets of the five Hartford life companies was invested in farm loans and less than 3 percent in foreclosed farm real estate.

Mr. Fraser said that the statement made by President Roosevelt was not well thought out. He said that it is unfortunate that the words of the President were publicized throughout the country. There is little chance that any words of defense will ever seek out and overcome the damage that has already been done. The charge has been made, cloaked in generalities, and the assembly of facts has been left for some future time.

"Instead of spreading any gospel of fear," he declared, "I can assure you that the executives of the Hartford companies have faith in the American people regardless of the outcome of any election, no matter how bitterly fought."

### LEAFLET BLAMED FOR ATTACK

NEW YORK—The life insurance business found itself tossed into the political arena during the closing days of the campaign, with President Roosevelt charging the companies with having instigated a "campaign of fear" among policyholders. Storm center was the so-called People's Committee to Defend Life Insurance and Savings. This committee made a widespread appeal for funds with which to send out its leaflet "Will You Take 50c for Your Dollar?"

Many strongly pro-Willkie life insurance men deplored the alarmist tone on the leaflet as being based on exaggerated assumptions.

The New York "Post," ardent New Deal supporter, attempted to show that metered mail permit numbers assigned to a life insurance company had been used in sending out some of these leaflets. However, it was later reported that an explanation satisfactory to Washington had been made by the company involved.

Apparently no life insurance men were consulted in the preparation of the pamphlet and the only life insurance

## Study Effect of Election on State Commissioners

There were elections of insurance commissioners or state officials exercising insurance department supervision in several states Tuesday. In most of the states there was no doubt as to the outcome.

In Georgia, Downing Musgrove was the Democratic nominee for state comptroller and ex-officio insurance commissioner and he, of course, was elected Tuesday. In Florida the Democratic nominee for state treasurer was J. E. Larson. The state treasurer exercises insurance supervision in that state. He succeeds W. V. Knott, who has held office for many years and decided not to seek reelection this time.

In North Carolina, Dan C. Boney, the incumbent, was the Democratic nominee for insurance commissioner and was returned to office Tuesday.

There is probably no doubt that C. F. Hobbs was reelected insurance commissioner in Kansas.

The most interesting contest was in the state of Washington where William A. Sullivan, Democrat, and Fred C. Becker, Republican, were rivals. In North Dakota, also, the office of insurance commissioner is elective. There was an election in Montana, the opponents being John J. Holmes, Democrat, the incumbent, and Geo. P. Porter, Republican, a former commissioner. Holmes and Sullivan got commanding leads in the early returns and were elected.

In Oklahoma the insurance commissioner is elected, but state officers there are elected for four-year terms in off years. Hence there was no election there this year. Also in Delaware the insurance commissioner is elected but the present incumbent holds office until January, 1943.

In Illinois, Dwight H. Green, Republican, was elected as the new governor. There were some rumors circulating in the insurance district prior to the election that Mr. Green would reappoint Insurance Director Palmer, but Mr. Green issued a denial that he had committed himself in any way. Mr. Palmer, although a Republican, was appointed to office eight years ago by a Democratic governor and Mr. Palmer was active in the support of Harry B. Hershey, the Democratic gubernatorial candidate, who has been attorney for the liquidation bureau of the insurance department.

Otherwise on the basis of incomplete returns at this time, it appears that the gubernatorial results will not necessarily cause a heavy turnover in the ranks of commissioners. In Connecticut a Democratic governor was elected, replacing a Republican administration. John C. Blackall, president of the National Association of Insurance Commissioners, was originally appointed in Connecticut by a Democratic governor and was reappointed by a Republican. In Rhode Island, there appears to be a change in administration that may possibly affect the insurance department. In Nebraska there may be a change in view of the fact that on the basis of incomplete returns Dwight Griswold, a Republican, is leading. There has been a Democratic administration there. Also on the basis of incomplete returns, the Republican candidate was leading in New Jersey. That might mean a change, but nevertheless C. A. Gough, deputy commissioner, who is the man whom the insurance business looks to in that state, will go on as usual.

man in the lengthy list of members printed on the committee's letterhead was a Youngstown, O., man whose company affiliation was not given. Undoubtedly many life men, acting as individuals, either contributed to the committee or otherwise aided in the distribution of the leaflets. However, there was no evidence that the companies, as such, had thrown themselves into the campaign.



## Engelsman Sketches Shape of Things to Come in Insurance

**Addresses N. Y. State Life Underwriters Meeting; Heard by Many Insured**

Making some specific suggestions as to future developments in life insurance, R. G. Engelsman, general agent Penn Mutual Life, New York City, and president New York State Life Underwriters Association, addressed a session of the association fall meeting at Jamestown to which many agents brought their policyholders as guests.

The New York state association's work is mainly in the legislative field and Mr. Engelsman made the point that there would be far less need of combating unfriendly or poorly conceived legislation if the public understood life insurance so thoroughly that no inimical proposals could get a start.

### Would Serve Double Purpose

In sketching the shape of things to come Mr. Engelsman emphasized their desirability not only as a means of improving the service of life insurance to the public but of bringing about this improved understanding on the public's part. He commended the fine start that has been made by the Institute of Life Insurance and said, "I feel that I reflect the attitude of all of us when I say that all of our companies should encourage and join this effort so that the work of the institute as a bureau of public information and education on life insurance subjects will be steadily enlarged."

Getting to his specific suggestions, Mr. Engelsman said that probably in the future a plan will be devised to protect the whole family by one policy form, since the whole family unit has a need for life insurance. He said that a suggestion has recently been made that it might be possible to insure the breadwinner for an amount that will provide an income sufficient to take care of the children until they grow up and also provide some form of insurance on the wife, who is definitely an economic factor in the family, should she predecease the wage earner.

### Dovetailing Social Security

There is a need for providing some plan which will coordinate the provisions automatically provided for in the social security act with the private plans that men may have, Mr. Engelsman pointed out. This coordination with social security has been considered a problem by many agents and company men who feel that while the usual arrangement dovetailing these two coverages will ordinarily be satisfactory it could be thrown badly out of gear by some occurrence not contemplated in the arrangement, such as death of a child on whom continuance of social security income depends.

As a means of bringing about more of a feeling of ownership among policyholders, Mr. Engelsman suggested that all classes of people should be represented on the boards of directors of the companies, assuming that men and women of experience and management capacity can be found.

### Urges Advisory Board System

"On the board of every company I think, for instance, there should and will be several policyholders, a woman, a man representing labor, industry, the farmer, and the professions," he said. "In this way the needs and views of

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## U. S. May Study Insurance Trade Barrier Question

In view of the current national interest in the question of so-called trade barriers and the relation of countersignature laws in the insurance field to this general question, THE NATIONAL UNDERWRITER requested the Department of Commerce at Washington to forward whatever information it had available on the trade barrier situation in the insurance field. There was a reply from Paul T. Truitt, chairman interdepartmental committee on interstate trade barriers, enclosing two documents. One is a summary of testimony submitted to the Temporary National Economic Committee by A. H. Martin, Jr., executive director marketing laws survey of Works Project Administration, Federal Works Agency, at the hearings on interstate trade barriers. The other was a digest in chart form of state laws relating to the problem of interstate trade barriers for states whose legislatures convened in 1940. This was prepared by the marketing laws survey Works Progress Administration at the request of the United States Department of Commerce and the interdepartmental committee on interstate trade barriers.

### Summary of Testimony

Mr. Truitt states that the subject has been called to the attention of his department a number of times principally by the National Association of Casualty & Surety Agents and he states that his department hopes sometime in the near future to be able to make a particular study of the trade barrier situation in the insurance field.

Under the heading "General Regulatory Powers in the Interests of Public Safety & Morals," the summary of tes-

## To Seek Change in War Risk Plan

C. Vivian Anderson, Provident Mutual Life, Cincinnati, as chairman of the National Association of Life Underwriters law and legislation committee, is contacting local chairmen regarding the federal government's insurance provisions for men drafted for military service under the selective service act. In his communication he indicated that a change in the provision will be sought at the next session of Congress. It is felt that the provisions which are patterned after the 1918 war risk insurance plan are not applicable to the present situation as those in training will be in service for only one year. The insurance provision was tacked on to the excess profits tax measure at the last moment and no opportunity was given for public hearings on its provisions.

Local associations are being urged to report their law and legislation chairmen to Mr. Anderson.

Philip B. Hobbs, Chicago manager Equitable Society, and Julian S. Myrick, New York manager Mutual Life of New York, will assist Mr. Anderson as co-chairman with Mr. Hobbs paying especial attention to state legislative activities.

timony by Mr. Martin includes reference to insurance as follows:

"In the field of insurance, typical examples of the restrictions imposed by a state upon out-of-state insurance companies, in the exercise of their police power, are those placed on the admittance of foreign corporations to do business within the state. Such restrictions take the form of requiring submission of reports to the secretary of state and his approval before entering business in that state. The secretary of state is also frequently authorized to require

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## Another "Leak" Occurs on Unpublished Report

**Washington "Post" Gives Excerpts from "Closely Guarded" SEC Document**

The Washington "Post" in its Nov. 3 edition announced that "through Congressional sources" it had obtained the report of the SEC on the insurance hearings that was prepared for submission to the TNEC. The "Post" referred to this as a "closely-guarded government report."

This is not the first "leak" that there has been of this report. Nicholas Gregory of the New York "Herald-Tribune" got hold of a copy several weeks ago and quoted liberally from it in articles appearing over a period of several days.

The Washington "Post" article, over the signature of George Bookman, reads in part:

### Size and Growth

"The SEC insurance report examines the size and growth of legal reserve life insurance companies, charges that directors of mutual companies perpetuate themselves in control, describes an insurance company lobby, tells of interlocking directorships, asserts that some directors use their positions for personal gain, and makes many other charges and findings of fact covering the broad field of insurance company operations.

"Finding that there are 366 legal reserve companies with total assets over \$28,000,000,000 and 124,000,000 policies outstanding, the report says that 'continued growth of life insurance companies is certain.'

"Unless checked by some legal restraint," the document states, "the companies will accumulate more and more assets and will become increasingly important in our economy."

"Describing what it says is a system whereby directors perpetuate themselves in office, the report asserts that 'it cannot be said that the policyholders have any control over the management of mutual companies.'

### Many Obstacles

"The report finds that 'there are many legal and practical obstacles in the way of policyholders of mutual companies which prevent them from electing directors to the boards of their companies.'

"Importance of this statement is highlighted by the finding in the study that the 74 mutual companies have assets of \$22,229,000,000 and policies in force totaling \$81,999,000,000, almost triple the business written by any other type of insurance companies.

"Not only is the original selection of board members in the hands of the management rather than the policyholders," the study declares, "but policyholders are found to have no effective recourse against directors whose actions they may deem inimical to their best interests."

"Irresponsibility in management" is fostered by the election systems in force in insurance companies, it is charged.

### Calls Situation Undemocratic

"The way policyholders exercise—or fail to exercise—their franchises in mutual companies is called 'an undemocratic situation.'

"The researchers found that the 135 directors of the five largest insurance companies are directors of 100 other insurance companies, 145 banks or other

## Mortgage on the Ranch

"After a talk at the barn door," writes the underwriter, "this rancher was just about to put pen to a \$5,000 application. Three high-school-age children and a \$2,000 mortgage on his ranch cleared his vision to the need. But his wife couldn't see it that way. Watching from the kitchen window, she came out and said she wouldn't have it. He'd better pay what he owed before he made any more debts.

"Later, in Spring, at lunch in town, I told him the least he could do would be to cover the mortgage. The rancher asked how much \$2,500 would cost. He said he guessed he could pay that much without her finding out. In August of that same year, after a fatal farm accident, his widow told me how sorry she was that she had not taken the insurance,—she didn't know what she was going to do with a \$2,000 mortgage on the ranch, due that fall. I told her. After searching the house over, we found the policy out in the barn, in the horse medicine chest.

"She was able to lease out the ranch, and then moved to town and bought herself a little home, so that she could put her children through high school."

\* \* \*

## THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY  
Chairman of the Board

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

financial institutions, and 534 industrial real estate and other miscellaneous corporations.

"The five largest companies, it is declared in the report, interlock with 780 corporations, while each director is on the average a director of six other corporations.

"An 'unusually pronounced connection' was discovered between the five largest companies and principal New York banking houses.

"Examining the asserted connection with the banks, the report says that 'there are strong indications that even the relative size of deposits in interlocking banks may be affected by the number of directors common to the bank and insurance company in question.'

"Further, the report states that the 'minimum requirement' that directors attend board meetings has been disregarded by many directors of the larger insurance companies.

"The study draws the conclusion that 'continued nonattendance at directors' meetings should not be tolerated.'

"Another finding in the report is that there are many ways in which a director or officer may use the funds of his company to serve his personal interests.

"This happens less often in the larger companies than in the smaller ones, the study says.

#### Charge Fund Misuse

"Probing into his situation, the writers of the report said they found that loans are sometimes made to 'insiders' to bail them out of unsuccessful business ventures, that loans are made to concerns in which officers and directors of the insurance companies are financially interested, that sometimes officers use company funds to further their own enterprises.

"The collateral on these loans to 'insiders' is under 'some doubts,' the report finds.

"In addition, it is reported that certain directors use their insurance company connections to their advantage to secure preferment in personal business dealings.

"Citing case histories, the report says that officers of insurance companies sometimes have changed the plan of their companies from stock to mutual or back again in order to maintain control.

"Such transfer arrangements have often been 'grossly unfair' to policyholders transferred, the SEC study says.

#### Failures Cited

"Summing up its view of the responsibilities of life insurance company directors, the unpublished report has this to say:

"It is to be regretted that it is not now universally recognized as axiomatic that life insurance company directors are trustees and as such must not confuse their personal or business affairs with those of the company to whose policyholders or stockholders they are obligated to maintain the highest fiduciary relationship."

"The document cites several examples of companies that failed after making investments for the purpose of financing speculative activities in which their officers or directors were interested.

"Flagrant cases of conflict and breach of trust exist," the unpublished document says, adding that a life insurance director must give more than 'mere lip service' to his responsibilities.

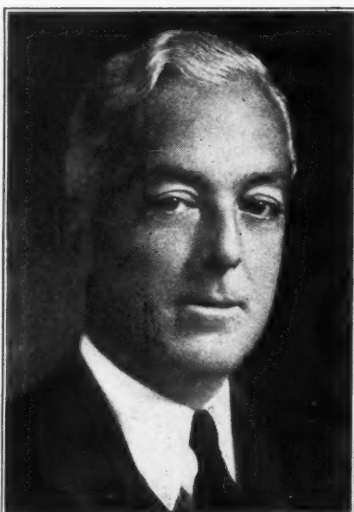
"Until these 'flagrant cases' are eliminated, the SEC-TNEC study declares, 'the funds of many policyholders will remain in jeopardy.'

"Without attempting to criticize or defend salary scales among home office executives, the study finds that 2,465 executives in the six largest mutual companies received \$5,000 or more in salary and other compensation during 1938.

"Another section of the report finds evidence of intercompany agreements to eliminate competition.

"Still another describes a life insurance company lobby, while another

## More for Moriarty



J. J. MORIARTY

For the second year, agents of the American Mutual Life of Des Moines celebrated October honoring the birthday of Vice-president J. J. Moriarty by producing more than \$1,000,000 of paid-for business in a "Moriarty Shamrock Serenade." The campaign resulted in the largest month's business of the year. It likewise contributed toward making the first 10 months the best 10 months the company has had in more than a decade.

asserts there is maldistribution and overloading of the low-premium industrial insurance policies."

#### STRAWS IN THE WIND

NEW YORK—Advocates of government supervision of life insurance, who have been delaying open action "until after election," are believed to be marshaling their forces for a prompt campaign now that Nov. 5 has come and gone. Recent indications—the Pearson-Allen "Merry-Go-Round" column, which often gets its dope straight from the new deal feed box; the terse "Newsweek" statement that the TNEC report on insurance would soon be submitted to Congress, and the calling of four prominent insurance executives to Washington for a conference with the SEC—tend to support this view. Signs point to a commission-type regulatory authority patterned on the SEC.

#### Considered Logical Move

Aside from these portents, however, it would be entirely logical from a strategic point of view for the government control enthusiasts to start their campaign as soon as possible after the election. Judging from the hints that have leaked out here and there it looks as if they have been going ahead with their blueprints on the theory that if the new deal won the election there would be no need to hold back while it lost the only chance to put over federal supervision would be to move quickly during the two months that the present congress is still in session. According to reliable sources, the TNEC report was finished before the election, ready to submit to congress as soon as the national campaign was out of the way.

Another indication that the life insurance business may not have to wait long for the federal supervision campaign was the publication Sunday of the "leak" story in the Washington "Post." While the story covered roughly the same material as the more extensive articles in the New York "Herald Tribune" in August, the timing of this latest leak indicates that it may be a preparation for a really vigorous campaign for federal regulation of insurance immediately after the election.

## Wage & Hour Issue as to Insurance Is Again Studied

The question of application of the federal wages and hours law to insurance again is causing some speculation due to the fact that last week the third phase of the hours provision of that law went into effect. That provision sets the maximum work week at 40 hours with overtime permitted at not less than time and a half wages.

Although many insurance companies voluntarily have made adjustments to observe the provisions of the law, the industry as a whole stands on the position that the wages and hours law is not applicable to insurance because insurance is not interstate commerce. The federal authorities, it is understood, from time to time have submitted to insurance companies forms and questionnaires to be completed regarding working conditions. There has been considerable correspondence. The federal authorities, it is understood, have offered to agree that if the companies would supply this information it would not be accepted as evidence that the companies are thus admitting that they do come under federal authority. However, even with such assurance, the companies have felt that it would be unwise to take any step that might conceivably compromise their situation. It is entirely possible that a hearing may be held in Washington on the general questions involved.

#### Effect on Industrial Agents

In the life insurance field, if it should be held that the wages and hours law applies to insurance, the 40 hour week provision would create an especially confusing situation in respect of industrial agents. Most of the industrial agents have been held to be employees for purposes of the social security act and they would most certainly be held to be employees for purposes of the wages and hour act if that act should be applicable to insurance. Because of the night work on the part of industrial agents, a good many of them spend more than 40 hours a week in the field. If they should collect time and a half for overtime, the expenses of the industrial business would be substantially increased.

#### Republic National Provisions

Republic National Life of Texas announces provisions it will make for salaried employees who are drafted under the selective service act. Employees' present salary up to \$100 per month less government pay and subsistence allowance will be continued. Social security benefits and unemployment insurance benefits will be continued if permitted by state and federal governments. Premiums on life insurance in force on Oct. 1, 1940, will be paid by Republic National Life out of salary, if sufficient. If not, then in addition to the salary. Employees may elect, in lieu of the salary continuance, to have the company assume any monthly or weekly installment payment on purchases made prior to Oct. 1.

#### Cal. Retaliates Against N. Y.

Commissioner Caminetti of California has invoked a retaliatory clause against companies domiciled in New York that operate in California. Such insurers are required to pay a minimum annual tax of \$100 to California. The commissioner estimates that the aggregate amount of additional tax accruals in California from this step will be about \$2,000.

T. I. Parkinson, president Equitable Society, spoke at a luncheon meeting of the Pittsburgh chamber of commerce. He was in Pittsburgh in connection with the celebration of the 60th anniversary of the Edward A. Woods Company, general agent of the Equitable in Pittsburgh.

## J. M. Smith Is Now A. & H. Agency Head of Continental Companies

J. Milburn Smith has been elected vice-president of Continental Casualty in charge of agency activities of all divisions of the accident and health department. Mr. Smith went with Continental Casualty in 1925 as office boy. He later became connected with the underwriting function of accident and health, then for some years he was a general agent in the disability division and still later he performed the home office agency functions of that division and then became superintendent of agents of the entire disability division. It was while he held that position that the disability division became the largest of the various divisions of the accident and health department.

For the past several years W. E. White, agency vice-president of Continental Assurance, has had supervision over the commercial accident and health division of Continental Casualty, but due to developments, Mr. White felt that the commercial business should be under an executive devoting all of his time to accident and health.

Chairman H. A. Behrens states that Continental Casualty in 1940 will have the largest increase in accident and health premiums that it has ever experienced in any year.

## New England Mutual Men to Gather Jan. 6-9

The General Agents Association of New England Mutual Life will hold its annual meeting Jan. 6-9 in Hollywood Beach Hotel, Hollywood Beach, Fla. E. B. Thurman, Chicago, is association president and in charge of the program. It is likely that most of the home office agency department heads, the auditor, agency vice-president, medical director and advertising manager, as well as President G. W. Smith will attend.

The association has just published a roster of all the general agents, in spiral binding containing 44 pages. This presents the official setup which includes A. W. Moore, Philadelphia, vice-president, and F. M. See, secretary-treasurer, St. Louis. A page is devoted to each of the 77 general agents, with their portraits, office and home addresses, and brief biographical sketches. It also shows a roster of the past presidents, beginning with Amos Wakelin, 1901, deceased. There is included the text of the constitution and by-laws which President Thurman was instrumental in drafting and which was adopted at the annual meeting in January this year.

## Wisconsin National's A. & H. Gains

The accident and health department of the Wisconsin National Life had the biggest month in its history in October, with an increase of 44.1 percent in new business and 20.9 percent in premium collections over October, 1939. The volume of collections and of new business substantially exceeded that of any one month in the existence of the accident and health department.

Premium collections for the first ten months in 1940 increased 13.9 percent over the same period in 1939, and new business 20.3 percent.

## Stock Boston Trust Speaker

The Boston Life Insurance & Trust Council at a dinner meeting Nov. 12 will discuss "Recent Important Tax Developments Relating to Estates, Trusts and Insurance." David Stock, New York city special counsel and tax expert, recently with the internal revenue department, will speak and answer questions.

C. C. Alexander, 50, for 29 years, since its organization, with the Farmers & Bankers Life of Wichita as Hutchinson, Kan., general agent, died suddenly at his home there. He had taken a very prominent part in association affairs.



## Connecticut Report on the Operations of Last Year

The Connecticut department in reporting on 1939 experience on life business in the state shows that there was a sharp decline in the average size of policies. The average ordinary life policy written in the state in 1939 was \$1,606, compared with \$2,079 in 1938, \$2,146 in 1937, \$2,024 in 1936 and \$1,907 in 1935. New ordinary insurance issued in the state last year was \$131,838,774, as compared with \$127,377,948 the year before.

The new group insurance written by 10 companies in the state amounted to \$55,004,263, an increase of \$8,858,722. New industrial insurance was \$46,331,905, decrease 34.5 percent. The total of life insurance of all kinds written was \$233,274,943, compared with \$244,280,767.

### Downward Trend in Policy Loans

So far as general business was concerned, the report finds the downward trend in policy loans continued during 1939. As of Dec. 31, 1939, loans in force in the 49 companies totaled \$2,730,564,468, representing 10.59 percent of their total admitted assets as compared with 11.7 percent at the end of 1938. The percentage of policy loans to total assets in Connecticut companies declined from 12.63 to 11.9 in 1939. There was again a drop in mortgage loans and an increase in bonds held. The percentage of real estate owned by the Connecticut companies decreased during the year from 7.26 to 6.31.

### Mortality Ratio Down

The ratio of actual to expected mortality for the 49 companies was 51.4 percent in 1939, compared with 54.5 percent in 1938, 56.8 percent in 1937 and 59.1 percent in 1936.

The Connecticut companies wrote 18.83 percent of all the ordinary life insurance issued in Connecticut in 1939 and at the end of the year had 24 percent of such insurance in force in Connecticut. They wrote 11.12 percent of the new ordinary life insurance throughout the country of all reporting companies in 1939, and on Dec. 31, 1939, had 11.01 percent of the total ordinary life insurance in force in all the companies. As of Dec. 31, 1939, they had 35.73 percent of the group insurance in force in all the reporting companies, and 61.20 percent of the group insurance in force in Connecticut.

### Leaders Are Given

The following companies were the leaders in new ordinary business issued in Connecticut in 1939: Metropolitan Life, \$28,389,072; Prudential \$18,864,283; John Hancock Mutual, \$15,490,593; Travelers, \$6,518,015; Connecticut General, \$6,174,391; Massachusetts Mutual, \$4,296,219.

The leaders from the standpoint of ordinary life insurance in force in Connecticut as of Dec. 31, 1939, were as follows: Metropolitan Life, \$348,883,314; Prudential, \$158,276,405; John Hancock Mutual, \$104,207,858; Travelers, \$103,948,180; Connecticut General \$83,943,150; Aetna Life, \$66,864,489.

### Suggests Combination Policy

A new type of policy, combining group and salary savings is suggested by a subscriber, who points out in his letter that by making permanent insurance an adjunct of group coverage employees could be systematically encouraged to buy permanent forms and hence not be wholly dependent on group insurance for needed death protection after retirement. He makes the point that under such a system employees could be encouraged not only to supplement their group insurance but to convert it to permanent insurance without waiting for retirement, since at these older ages the premium necessary to convert is extremely high.

## Annual Illinois Meet and Congress Is Scheduled



JAMES H. BRENNAN

The annual meeting of the Illinois Association of Life Underwriters will be held in Chicago April 18, in conjunction with the annual all-day sales congress of the Chicago association on April 19. James H. Brennan, Chicago manager Fidelity Mutual Life, is general chairman of the sales congress. The Chicago congress is one of the outstanding events of the year and coupled with the state convention, a record attendance is expected. Mr. Brennan has been very active in association work and is second vice-president of the Chicago association. Last year he spoke at the annual meeting of the state association at Springfield. He is co-chairman of the state membership committee.

## Cleveland Life Men Are Active in Charity Work

CLEVELAND—Life insurance men of Cleveland are taking an active part as team coaches in the rose bowl ticket campaign of the Nov. 23 charity football game as 140 of greater Cleveland enterprising young women have enrolled for work. Eighteen of Cleveland top life men serve as coaches.

The team coaches, both those assigned to teams and those held in reserve for additional teams, are the following, listed by their companies.

Assigned to teams: John Pennington, Penn Mutual Life; Jack Stewart, Phoenix Mutual; Russell B. Knapp, Mutual Benefit Life; Tom Card, Massachusetts Mutual; Ross M. Norris, Security Mutual; Walter C. Hart, Midland Mutual Life; Leonard Fletcher, Continental Assurance; C. F. Lutz, Equitable of New York; Howard Kelley, Phoenix Mutual; Harold Stevenson, Massachusetts Mutual; G. H. Plante, John Hancock Mutual; Russell Kriss, Guardian Life; Verne Stanford, New York Life.

Reserve coaches: Paul L. Field, National of Vermont; H. R. Hostettler, Mutual Life of New York; J. L. Astraw, Provident Mutual; W. A. Cleveland, Bankers Life of Iowa.

### Libraries Group Gathering

The executive board and advisory council of the Special Libraries Association met in New York, with Miss Laura Woodward, librarian Maryland Casualty, who was elected association president at the annual convention last June, presiding. Margaret C. Lloyd of Retail Credit Company is chairman of the insurance group. This association is composed of 2,433 special librarians of the United States and Canada.

Give your agents a new viewpoint. Distribute Carroll C. Day's "Little Red Wagons and Little Red Boots." Send \$1 for eight copies to National Underwriter.

# QUIZ AD No. 5

**QUERY:** What life insurance company has increased its insurance in force every year since organization?

**COMMENT:** Many companies have increased assets regularly. Some have made steady increases in surplus. But very few have increased insurance in force each and every year of operation. A liberal agent's contract, a hard-hitting agency department, a modern line of policy forms . . . these are factors that enable Continental Assurance to enjoy this enviable distinction.

*Continental*  
**ASSURANCE COMPANY**

**CHICAGO, ILLINOIS**

*Affiliated with*

**CONTINENTAL CASUALTY COMPANY  
TRANSPORTATION INSURANCE COMPANY**

## Engelsman Sketches Future Outlook

(CONTINUED FROM PAGE 3)

all policyholders may be better understood, represented and acted upon. I think, too, that because of the scope of the life insurance companies geographically there should be regional advisory boards who in turn report to the central official board of the companies on matters pertaining to their respective regions. In this way there would be more outlets for service and more personal interest in the respective communities than under the present system."

Life companies can render great service to the public by establishing regional or national research health bureaus, Mr. Engelsman said. He proposed that this be done by using the vast amount of material which goes to the actuarial, medical and underwriting departments, adding that "it is undoubtedly possible for the companies to organize, either individually or collectively, laboratories which will be able to present to the public, policyholders, and the medical profession such statistics and conclusions as would lead to new methods and ideas and tend to increase the effectiveness and length of life."

### Help for Home Owners

Another suggestion was in the line of help for farm and home owners. Because of their long experience with mortgage financing the companies could work out some method by which farm and home owners could obtain a mortgage providing for the amortization of the loan, which would be covered by insurance protection for the period. This has been attempted successfully already but such coverage can be perfected, he said.

Mr. Engelsman said that he believed that companies individually or collectively can and will plan for housing projects on a national scale even to the extent of development of new and planned communities of the type described in the General Motors exhibit at the New York fair.

"Much of the idle cash now in the companies' tills could be used, with proper guarantees by government, for such projects," he said. "Fantastic, perhaps, but still within the realm of possibility—certainly worth while looking into."

### Cites Family Income Policy

"I think the life insurance companies will in the future develop new forms and policies to better cover the needs of the public," he said. "The best illustration of that sort perhaps was the introduction of the family income policy. This definitely covers a need which existed for many years but had not been interpreted into a service until Philip Burnet had the foresight and courage to put it on the market. I think that the creation of new plans which may be specifically applied to the problems of women are of vital importance and must be given consideration. Their business careers are for the most part short-lived but I feel that they need and would be interested in some plan for saving over a short period of years, which plan in turn would give them some security and be helpful later on in their lives when they are married and need funds for emergencies."

### Must Be "Career Business"

Mr. Engelsman said that he considered competition on new ideas important and felt that each company should have its own research and planning department which would develop these ideas and actually compete for the public's support. More competition based on better service will be a healthy thing for the public, the companies and the agent, he said.

Praising the work done to bring life insurance selling to a professional status, particularly the work of the C.L.U.

movement, Mr. Engelsman said that the life companies themselves, however, must plan to make the business a career business for men.

"To do this it will be necessary to adjust the present compensation system in such a way as to make it possible for us to enlist young men just out of colleges and schools," he said. "It will be necessary to put them through a training period and have severe tests of qualifications before they are allowed to serve the public as advisers in life insurance. The New York state examination has indicated this trend and life insurance men look ahead to see that it is carried to its logical conclusion—a trend toward a professional status for agents."

### Must Provide Agents' Pensions

"Life insurance must also provide for its agents the very things it preaches—a simple, easily understandable compensation and pension for old age," he said, adding that, every company must organize on some budgetary basis in order to produce insurance at the lowest possible cost to the public.

Earlier in his talk Mr. Engelsman cited the tremendous advances made by other fields of business in looking ahead, giving consideration to what the public needs and wants. Better under-

standing by men of foresight of what the public wants means better services for better living and must make for more business and more jobs, he said.

"As for us, we in the great business of life insurance must also do our share of this job of advancing our own particular service in the life of the consumer's needs and demands."

After sketching the remarkable record of life insurance and withstanding depressions and panics, Mr. Engelsman said that "perhaps because we realize this and because of the confidence that the people of the United States have placed in our institution it may be that we have become somewhat self-content and self-satisfied. Perhaps we have a right to that feeling but to move ahead we too must and will develop new fields, new conceptions, new services."

### Regional Committees

The association voted for the appointment of a regional committee which will visit each of the state's 18 local associations once a year. Mr. Engelsman appointed Willis Broadbooks, Equitable Society, Rochester, as chairman and will announce the other members soon. It was also voted to hold a managers' meeting annually along the lines of the meeting held each year at Hershey by the Pennsylvania Life Underwriters As-

sociation. The New York association plans to have merchandising experts from fields outside of life insurance in addition to those within the business.

The association decided to hold the annual meeting in Albany in May. The exact date will be fixed later.

### Union Central Concentrates

CINCINNATI—November has been designated as "policyholders' service month" by Union Central Life. A kit is being used containing tools for an effective service interview. The campaign is a revival of one that was successful in past year. W. H. Cox, president, points out that 39 percent of all the new life insurance sold by the company in the past 12 months has been purchased by policyholders.

### Benson Sent to Prison

JACKSONVILLE, FLA. — T. W. Benson, former president of the Suwannee Life here, was ordered to surrender to the United States marshal's office Monday to serve an 18 months' sentence in the federal prison at Tallahassee. He was convicted of charges of using the mail to defraud in connection with his insurance business. He appealed to the United States Supreme Court, but failed to get a review of his case. He was president of the company 1933-1937.

## A MAN RETIRES

Somewhere today, very probably, a man will retire to enjoy for the rest of his days a Fidelity "Income for Life." Thousands have done so since December 24, 1902, when Fidelity originated this famous insurance plan.

Fidelity is naturally proud of this contribution to the development of modern insurance, but Fidelity is equally proud of the many other effective tools in its work kit—twenty-eight regular policy forms, with numerous combinations of supplementary agreements.

These include Disability Waiver with seventeen forms, and Disability Income with the "Income for Life" plan—on either a \$10.00 or a \$5.00 per thousand basis. Accidental Death benefits are available in eleven policy forms.

Family Income or Family Maintenance may be added to all regular plans except Term. Continuous Instalment may be added to the "Income for Life" plan.

Juvenile insurance, from one month to nine years and six months, is available on four forms with choice of riders covering waiver of premium in event of (a) death of applicant or (b) death or disability of applicant.

Fidelity, now in its sixty-second year, operates in thirty-six states and the District of Columbia. More than 131 millions of assets.



One of a series — Giving facts about the Fidelity.

The FIDELITY MUTUAL LIFE  
INSURANCE COMPANY  
PHILADELPHIA  
WALTER LEMAR TALBOT, President



## RECORDS

**State Mutual**—For the ninth consecutive month this year it has increased its gains in paid for business. Figures on October's volume show an increase of 7.76 percent as against October, 1939, while the year-to-date has risen to 23.4 percent compared with the first 10 months of last year. The gross paid volume is now on the verge of exceeding last year's entire gross paid figure, making the business produced during the last two months a clear gain.

**Shenandoah Life**—The new ordinary paid business in September was 177 percent of that for the same month in 1939, and its paid business for the first nine months was 153 percent of that for last year. The paid business the first nine months exceeded that for the entire year 1939. There has been a substantial increase in the gain in insurance in force.

**Franklin Life**—October production registered an increase over September (previous high for the year), continuing the rising trend which began in the early summer. Almost \$500,000 more business was produced the past month than in October, 1939. Business written in the past 90 days exceeded \$6,000,000. This volume, stimulated by an enthusiastic drive for business in honor of President Becker's birthday in November, indicates that the company will experience an even larger volume in November.

**Illinois Bankers Life**—The company reports its 10 months total new business exceeds that for all last year. October hit an all-time high of \$2,314,000, increase 14.98 percent over the previous record of August, 1938. October exceeds the similar month last year by \$1,075,709 or 86.82 percent. The 10 months total runs more than \$14,000,000, which is \$200,000 greater than all last year. November starts off with a 50 percent gain.

**Knights Life**—Sold nearly \$4,500,000 in new policies in a sales contest in observance of the birthday of Joseph H. Reiman, president.

**Capitol Life**—President's campaign, inaugurated by Agency Vice-president Woollen, honoring President Daly, with September and October production counting, brought forth some outstanding individual records. An increase in written business of 16 percent over the same period of 1939 was achieved, which makes the increase in written business for the year better than 22 percent over the first 10 months of 1939.

**Arthur P. Shugg, general agent for Aetna Life, St. Louis**—Paid life business for October increased 281.4 percent over October, 1939. Every month since March, 1940, has shown an increase over the corresponding month for 1939. Wellborn Estes, assistant general agent, stands in sixth place among all Aetna representatives throughout the country. He is president of the Life Underwriters Association of St. Louis.

## C. L. U.

### Richmond Chapter Elects

D. L. Williams, New England Mutual, has been elected president of the Richmond C. L. U. chapter. J. F. Inman is vice-president and H. W. Vaden secretary-treasurer.

### Plan Chicago Regional

A regional meeting of C. L. U. will be held in Chicago Nov. 22-23 under the auspices of the American C. L. U. Society.

The meeting will be held in the Congress hotel, with J. P. Williams, director of field service, American College, presiding. It will start at a luncheon. A dinner will be held the first night. Leading C. L. U. people, instructors and faculty men of universities having C. L. U. courses will attend from 18 midwestern states. The program will be informal,

## Pre-election Call to Agents for U. S. Unity by Wright

Harry T. Wright, president National Association of Life Underwriters, issued a statement this week on the need for national unity. He said:

"I am signing this on the day before election, although it will be dated Nov. 6 and will speak as of the latter date.

"We have elected a President. Someone has said that a true patriot is one who votes for the man he likes, but likes the man who is elected. I would modify that just a bit and appeal to every member of the National Association of Life Underwriters to support the new President, whoever he may be, in the prosecution of our national defense, reserving only for our inalienable right an unalterable obligation to differ as to means and methods.

"The burden upon the new President of the United States during the coming months will be terrific. Let us forget partisanship and place citizenship above all else.

"We in the life insurance business, and particularly those of us in the field will continue to do our part to make for a better democracy. A well insured nation will make for a stronger and a more unified country."

dealing with teaching methods and objectives.

### Van Stralen Heads C. L. U.

SAN FRANCISCO — F. J. Van Stralen, general agent Massachusetts Mutual, is the new president of San Francisco C.L.U. chapter. F. B. Wiley, Equitable Society, is vice-president; Mrs. Eda Hudson, Northwestern Mutual, secretary, and Robert Davies, New York Life, treasurer. New directors are N. F. Davis, S. W. Coombs, H. N. Lyon and H. McLellan.

### Bland Before John Hancock Men

Frank Bland, Pacific Coast representative of THE NATIONAL UNDERWRITER, addressed the monthly meeting of the Assistant District Managers Association of Southern California. This is an organization of assistant managers of John Hancock Mutual Life in the industrial department that was formed in 1938. There are 30 members, representing all of the offices in southern California. The organization undertakes to facilitate handling of business transfers between the several offices, to cooperate with the district managers and to promote educational and training ideas. Jack Joseph of Long Beach is president; William Bouer, Los Angeles, No. 3, secretary; Charles Long, Long Beach, treasurer.

### Survey of Women Agents

Results of a survey conducted by the women's division of the National Association of Life Underwriters on the work of women agents, has been released by Beatrice Jones, Equitable Society, New York, chairman of the committee. The average successful woman agent is between 46 and 47 years of age; she came into the business in her late thirties, has about 250 clients of whom about 43 percent are men and writes about 34 cases a year. The women agents constitute about 3 percent of all producers. The current volume of production is above the average. The average policy written by women on men is about \$4,000 while on women the average policy is about \$3,000.

The committee finds that the 4,000 women agents have set up life insurance plans for some 965,000 persons, providing protection aggregating \$2,375,000,000.

The case study "24 Men in 24 Years" provides convincing sales material. 8 booklets \$1. National Underwriter.

**"It is our objective to provide our field representatives with all necessary tools, tangible and intangible, with which success is achieved in insurance selling."**

WALTER W. HEAD, President

**"HOW TO JUDGE a Life Insurance Company,"** a new brochure, is illustrative of the sales tools General American Life Insurance Company furnishes its agents to supplement their personal selling efforts.

In it, "cold facts" come to life, in a warm, human presentation of management, financial soundness, record and service—the four standards on which any business must be judged. Thus it answers, simply and directly, the questions asked by selective buyers of Life, Accident, and Group insurance.

May we send you a copy? Write Jack T. Lynn, Vice-President.

## GENERAL AMERICAN LIFE INSURANCE COMPANY

WALTER W. HEAD, President  
St. Louis, Missouri



**MULTIPLE LINES:** Participating • Non-Participating • Salary Savings • Juvenile • Sub-Standard • Annuities • Commercial Accident and Health and Hospitalization • Group Life • Wholesale Insurance • Group Accident and Sickness • Group Accidental Death and Dismemberment • Employee and Dependents Group Hospitalization with Surgical Procedure Benefits

## U. S. May Study Insurance Trade Barrier Question

(CONTINUED FROM PAGE 3)

deposit of bonds or securities to protect state residents. Another type of provision allows the commissioner of insurance or other state official to revoke the license of a corporation if it does not pay its losses. Capital requirements are also set. These restrictions are often the same as those required of local corporations, but the cumulative effect, particularly of a provision requiring the deposit of large sums of money, is to discourage many persons from engaging in an interstate business. The 'differential gross premium' tax as adapted in the state of Texas is another type of the devices used in preventing foreign insurance companies from competing with local institutions.

### Agency Regulations

"Restrictions are also made applicable to agents of foreign corporations. The most usual requirement is that the agent must be a resident, or, is required to deal through a local resident of that state."

Although there was this reference to insurance, the testimony was mainly concerned with the fields of liquor, itinerant truckers, motor vehicles, nursery stock, use tax, milk and dairy products, live stock, general foods, margarine, commercial fertilizer.

Mr. Martin states that the statutes in question have been enacted under four categories of powers traditionally delegated and reserved to the states, including the power of taxation, the state police power in the protection of health and sanitation, licensing and general regulatory powers and the sovereign proprietary powers in regard to conservation of natural resources and ownership of public works and property.

He goes on to say that there can be no criticism of the exercise of state powers to promote policing, to produce necessary revenue and to protect state resources and property. The danger lies in the abuse of these powers to achieve interstate market restrictions by masquerading serious impediments to free trade in the garb of traditional powers.

In the digest of state laws for states whose legislatures convened in 1940, the insurance entry is divided into these headings: Restrictions on admitting foreign corporations, restrictions on agents, taxes on foreign companies, retaliatory provisions and miscellaneous. The states covered are Kentucky, Louisiana, Mississippi, Nebraska, New Jersey, New York, Rhode Island, South Carolina and Virginia.

### Draftee Unemployment Rulings

NEW YORK—In addition to Illinois, New York, New Jersey, North Dakota, Virginia and Nebraska have ruled that payments made by employers to men drafted for military service are not considered as wages under the unemployment compensation law.

Will S. Thompson, president Great American Life, and Bert S. Berry, Travelers, secretary Hutchinson Life Underwriters Association, are members of the Hutchinson, Kans., draft boards.

## NEW YORK

### KNIGHT AGENCY FIGURES

The Charles B. Knight agency of the Union Central Life in New York City paid for \$1,488,588 in October and for \$13,615,400 in the first 10 months of 1940.

### A. E. N. GRAY TO SPEAK

Albert E. N. Gray, assistant secretary Prudential, will speak on "The Great Common Denominator of Success," at the Nov. 15 luncheon meeting of the New York City Life Underwriters Association at the Hotel Pennsylvania. Mr. Gray was one of the outstanding speakers at the recent National Association of Life Underwriters convention at Philadelphia.

### KENNEDY FIELD ASSISTANT

J. B. Kennedy, Jr., New York, was appointed field assistant by the Travelers there. He is a graduate of St. John's University and has had seven year's experience in mortgage companies, banks and insurance agencies.

### GARDINER'S ELECTION AIDS

General Agent Harry Gardiner of the John Hancock Mutual in New York City sent out radio scorecards to his extensive mailing list to enable the recipients to keep a ready check on the progress of the election returns as they came in Tuesday night. The card listed each state and the number of its electoral votes, spaces being left for filling in the returns as they came over the air.

### CAN REPAIR TENEMENTS

Attorney-general Bennett of New York state has ruled it is legal for life companies holding mortgages on old tenements to go ahead with repairs which are necessary to prevent condemnation of the property, eviction of tenants and consequent loss on the investment.

### Statement of the Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of The National Underwriter Life Insurance Edition, published weekly at Chicago, Ill., for October 1, 1940:

State of Illinois: ss: County of Cook: ss:

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Howard J. Burridge, who, having been duly sworn according to law, deposes and says that he is the secretary of The National Underwriter Co., publishers of The National Underwriter Life Insurance Edition, that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537 Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:  
Publisher, The National Underwriter Co., Chicago, Ill.  
Editor, C. M. Cartwright, Evanston, Ill.  
Managing Editor, C. M. Cartwright, Evanston, Ill.  
Business Manager, H. J. Burridge, Hinsdale, Ill.

2. That the owner is: (If owned by

a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

The National Underwriter Co., Chicago, New York, Cincinnati.

Southern Ohio Savings Bank & Trust Company, Cincinnati, Ohio, trustee for Stella Goss Wohlgenuth, Elizabeth W. Herschede and John F. Wohlgenuth.

C. M. Cartwright, Evanston, Ill.  
H. J. Burridge, Hinsdale, Ill.

G. W. Wadsworth, Highland Park, Ill.  
R. E. Richman, Boston, Mass.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)  
None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the

books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ..... (This information is required from daily publications only.)

The National Underwriter Co., publisher, by Howard J. Burridge, secretary.

Sworn to and subscribed before me this 24th day of September, 1940.  
(Seal) J. C. O'Connor, Jr., Notary Public.

(My commission expires July 27, 1941.)

### Jordan Boston Claim Speaker

BOSTON—The Boston Life & Accident Claim Association heard an address on claim aspects of personal accident and health insurance by R. G. Jordan, manager claims department Hartford Accident. The insuring clause, medical reimbursement forms and claim problems were discussed.

C. Milton Sherman, Buffalo general agent Connecticut Mutual Life, addressed the Rotary Club at Wellsville, N. Y., on "The History and Development of Life Insurance."



## One or Many?

Naturally you'd choose the profit from many sales over that of an INDIVIDUAL sale, whether you sell groceries, coal or insurance. Minnesota Mutual's Pay-Roll Deduction Plan opens the door to employees in the entire plant, factory or office. Used by over 500 firms because it involves practically no expense to the employer, the Pay-Roll Deduction Plan permits employees to carry adequate insurance protection, including our new Family Policy, through small monthly payroll deductions.

In addition our Field Force enjoys:

1. A liberal agency contract
2. A plan for financing your agency
3. Accounting methods to guide you
4. Proven plans for finding—training agents
5. A liberal financing plan for your agents
6. A unique supervisory system
7. Organized Selling Plan
8. Unusually effective selling equipment
9. Policies for every purpose: Regular—Family—Juvenile—Women—Group—Payroll Savings, etc.
10. Low monthly premiums

A \$235,000,000.00 Mutual Company, 60 years old with an understanding, cooperative Home Office.

## THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

**Splendid opening for experienced Industrial Asst. Supt. with a Monthly Premium Co. handling business on debit basis. Good Guarantee Salary with overwriting. Write in confidence giving all particulars and references to Box M-36, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.**



## NEWS OF THE COMPANIES

### Pathfinder Life Is Granted Permanent Injunction

GRAND ISLAND, NEB.— District Judge Clements, in a case brought by the Pathfinder Life, in which a permanent injunction was entered restraining two disgruntled policyholders and their attorney from prosecuting an action for an accounting and the appointment of a receiver, held that a policyholder was not entitled to bring such an action and that the insurance department has exclusive jurisdiction in the first instance to make examinations of companies and that improvident actions by policyholders are designed to do insurance companies much more harm than good.

The decision has a far reaching effect and if followed will prevent a large amount of litigation with which life companies have been harassed during the past ten years.

In the pleadings filed in this action it was shown by Pathfinder Life that it had paid all claims in full promptly for more than 54 years and that its assets and reserves were adequate to take care of all claims as they matured. It also contended that such lawsuits had a tendency to destroy good will and should not be brought upon slight pretexts such as the action instituted in this case.

In granting the permanent injunction an end was brought to all policyholder litigation against Pathfinder Life. It was also shown that the company has about 7,400 policyholders and the two policyholders who brought the suit were the only ones who made any complaints concerning its actions and conduct.

### New Assistant Medical Director of Conn. Mutual



DR. J. R. GUDGER

Connecticut Mutual Life has appointed Dr. James R. Gudger as assistant medical director. He has been connected with Mutual Life.

Dr. Gudger is a graduate of the Medical College of Virginia and interned at the Henry Ford Hospital, Detroit. For three years he was a member of the resident staff of that hospital and then went to France, where he was a member of the house staff of the American Hospital in Paris, and took special courses in the medical school of the University of Paris. He then returned to the United States for the practice of medicine.

For four years he has been associated in the cardiac clinics of the out-patient department, New York Hospital and Cornell University, as well as in the out-patient department of New York University.

### American National Has New Medical Director



DR. A. S. IRVING

Dr. A. S. Irving, appointed medical director by the American National of Galveston, has assumed his active duties. He was reared and educated in Texas and received his M. D. degree from the medical department of the University of Texas. He served his internship in the United States Marine Hospital in New Orleans, and thereafter for five years he was with the federal government in some of its various medical branches. He later served for five years as medical supervisor of the Prudential, and for 4½ years as medical director of the Colonial Life of Jersey City.

### Drive for Increase Over Quota in November

A special production effort is being sponsored this month nationwide by the General Agents Association of New England Mutual. The objective is to show the greatest possible improvement over the November quota.

The country is split into five camps for the purpose, agencies in each territory vying against each other to win a dinner for the agency leading in increase over quota, at which an officer of the general agents association will be present.

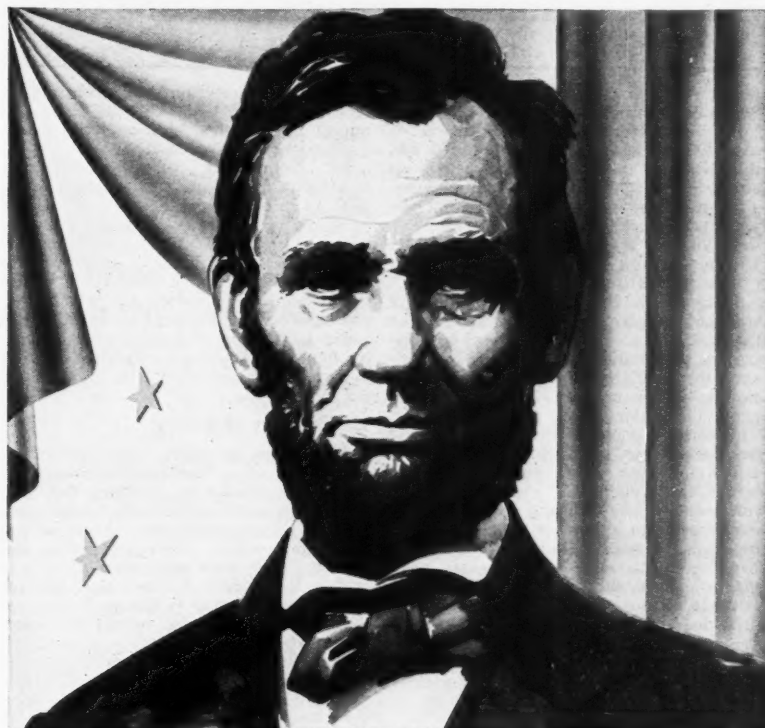
The agent in each agency who leads in increase over quota is to be honored by being presented an autographed photograph of President G. W. Smith. Each agent who at the end of November is up to date on his quota for the year will be permitted to draw a mystery prize from an assortment of packages whose contents even the general agents do not know.

### London Life Medical Director

The London Life has appointed Dr. J. Thornley Bowman medical director, succeeding Dr. Angus Graham, who retires after holding that office more than 30 years. Dr. Graham asked last year to be relieved of his duties but has carried on until his successor was named. Dr. Bowman has been with the London Life since 1928, starting as assistant medical director. Early in 1936 he was named associate medical director, relinquishing his private practice at that time.

### Election Ordered in Buffalo

BUFFALO—The New York State Labor Relations Board has ordered a collective bargaining election among about 80 agents of the John Hancock in Buffalo districts 1 and 2 to determine whether they wish to be represented by local 59, Industrial Insurance Agents, C. I. O.



*It is for us the living,  
Abraham Lincoln*

From November 30th issue Saturday Evening Post.

**E**VEN as Lincoln paid immortal tribute, in his Gettysburg address, to those who had given their all that the nation might survive, he was mindful of the obligations which confront the living.

Out of his years of public life he had observed that a man interested in his home and family is a better citizen. This would seem to be a wise attitude today.

This Company is called upon daily to advise the individual policyholder. Our best advice is Lincoln's counsel . . . to provide for the living needs of your family.

Life insurance offers the easy and sure way to do this. Your local Lincoln National Life Insurance agent is able to help you with your plans. Consult him!

*More Than a Billion Dollars of Insurance in Force*



**THE LINCOLN NATIONAL LIFE  
INSURANCE COMPANY**

FORT WAYNE, INDIANA

ITS NAME INDICATES ITS CHARACTER

## Peoria Continues Attendance Gains

(CONTINUED FROM PAGE 1)

there was ever a time when organization was needed, this is the time. If every local association does the job it is capable of doing, Mr. Wright assured that the National association will leave no stone unturned during the coming year. The traveling organization man who was authorized at the Philadelphia meeting will be appointed shortly and he will be sent out by the National association at no cost to the locals.

Progress in the pursuit of happiness was outlined by Mr. Zimmerman. The machine age and the consequent concentration of populations in cities has created insecurity to which the only solution is life insurance. In decrying the growth of paternalistic government, Mr. Zimmerman declared that security must be "from your own efforts and desires which may not be the easy way but it is the right way." The public's desire for security has brought the social security act into being but the public must be made to realize that it not only has benefits but it also has necessary limitations. Regardless of the source of insurance, it must be paid for either if it is provided through government or private companies. If the social security benefits are expanded beyond the ability of the government to pay them, greater insecurity will be created rather than security.

### Planning Accomplishes More

Planning enables agents to accomplish more with the time and energy expended. Mr. Zimmerman said that agents know all about prospecting but they fail to do anything about it. It is not the lack of knowledge but the execution.

At the conclusion of Mr. Zimmerman's talk Frank Palumbo, Mutual Life, Kankakee, led the audience in paying tribute to the past national president.

The average agent was well represented on the program by Howard F. Dembufsky, Aetna Life, Goshen, Ind., who gave a highly entertaining talk. It is necessary for the agent living in a small town among those in the lower income brackets, to write a large number of applications, Mr. Dembufsky said. He does not believe in extensive programming as he said he would rather sell \$1,000 each year to a policyholder than sell a large amount at one time. As a result he has a good persistency and keeps policyholders on a friendly basis.

The approach is one of the most important steps for an agent in the small town because he necessarily must recall on the prospects and policyholders a number of times. A simple approach is essential as many persons Mr. Dembufsky calls upon have very little education. He leaves the trust, wills and inheritance tax to the specialists as he feels these subjects are not for the average producer.

### Must Be Interesting

The approach must be interesting, different and practical. The use of charts and illustrations is very helpful, he said. Charts get the prospect to talking and restrain the agent from talking too much and getting away from the subject.

Mr. Dembufsky has had unusual success with the social security approach. Everyone reacts favorably to the question "Would you like to know what your benefits will be under the social security act?" With such an approach, the prospect feels that he is under obligation to the agent rather than that the agent is under obligation to him when he calls. He carries a four colored pencil with him and fills in the prospect's social security chart so that it "looks like a Christmas tree, but they like it."

After the chart is filled out Mr. Dembufsky hands it to his prospect and says: "Those are your benefits." He waits for an answer and in eight out of 10 cases the man will comment on the

benefits and bring out the problems he faces. He has been able to close five out of 10 calls for additional life insurance with this approach.

Mr. Dembufsky created considerable merriment by taking his audience for a trip up Main street in Goshen which, he said, "won't tire you because it's only two blocks long." He pointed out the new market for juvenile insurance to cover social security benefits. Under the revised act, children are worth definite economic value because if a child of a dependent widow getting social security benefits dies, the mother is left with a reduced or if it is the only child, no income.

### Develop Art of Selling

In urging agents to develop the art of selling, P. L. Rohrer, Chicago, consulting psychologist, pointed out that bunglers put things on edge while artists do things with ease. While he has had experience in other sales fields, Mr. Rohrer said that no other field can match the excellent work that the life insurance salesman is doing.

Mr. Rohrer urged agents to select ideas which fit their sales personality. Successful underwriters are highly individualistic and it is hard to determine just what makes them effective. It takes time and years of practice to become an artist, as they are not born overnight. "Become a specialist in things you don't want to do," Mr. Rohrer declared. There are too many specialists on reasons why things are tough and can't be done, he said. Agents should stay away from the gloom specialists as "he who walks with the lame soon limps." Anybody can take the anti-side, but that isn't the way to sell insurance. Agents should leave the actuarial side of the business to the home offices as they are doing a good job. Very little insurance is bought because an agent knows how to add up the figures.

It is important to learn to make adjustments quickly and to be at home with every type of prospect as a widely distributed clientele brings security.

In meeting problems it is "not what happens to you but what you do about it" that counts, Mr. Rohrer said in relating the reaction of several agents to hard luck situations.

Paul Speicher, R. & R. Service, spoke on "A Look Into the Future."

### Urges Consolidation of Gains

F. P. Beiriger, Connecticut Mutual general agent, Rockford, president Illinois association, paid tribute to Mr. Wright and Mr. Zimmerman for the constructive work they have done for the National association. The Illinois association should make every effort to consolidate these gains, he declared.

In presenting the pros and cons of state insurance supervision, Roy L. Davis, assistant insurance director of Illinois, indicated that this would be the last talk he will make in Peoria as assistant director, regardless of the election's outcome. He traced legislative developments to show how Illinois state supervision has been strengthened materially by the adoption of the investment act and the insurance code. In raising agency standards, he stressed the importance of the part that must be played by general agents in raising the quality of men. The insurance department can't pass on the morals, desire to serve the public and such qualities which go to make up a good life insurance man. He urged underwriters to see that the progress which has been made in state supervision is maintained in the future. There is an ever increasing tendency for the public to query in state insurance departments on the safety of life insurance. Mr. Davis answers this in a positive manner and urged agents to reinforce the public's faith and help develop the confidence in the business which it deserves.

This year the greetings from the Peoria Association of Commerce were

brought by President C. W. Reuling, who is also co-general agent of the Massachusetts Mutual Life, Peoria. Frank J. Manning, Metropolitan Life manager and Peoria president, presided at the morning session and Chester T. Wardwell, Connecticut Mutual general agent, Peoria, chairman sales congress committee, presided in the afternoon. Lester O. Schriver was in charge of speakers and assisted in introductions.

## BUSINESS SESSION

At the Illinois association's business meeting delegates were able to get a good picture of the efficient work being done by the new executive secretary, J. Ham McPherson, who also serves in a similar role for the Peoria association. He has travelled 3,000 miles visiting local associations since he assumed his new position July 1. He reported increased activity by local associations.

Kenney E. Williamson, Massachusetts Mutual, Peoria, was named chairman of an educational committee to get the University of Illinois to establish a separate course for life agents such as is conducted by Purdue University. A membership objective of 4,000 was set for the year with Frank Palumbo, Mutual Life of New York,

Kankakee, as chairman and J. H. Brennan, Chicago manager Fidelity Mutual, as co-chairman.

Since the state legislature meets early in 1941 special attention will be paid to the problem of organizing local associations to cooperate with John L. Taylor, Springfield manager Mutual Life of New York, the legislative chairman. C. F. Axelson, Northwestern Mutual Life, Chicago, past president, reviewed legislative objectives and problems. W. M. Houze, John Hancock Mutual general agent, and Chicago association president, stressed need for naming chairmen that will really work. P. B. Hobbs, Chicago manager Equitable Society, and co-chairman of the National association's law and legislation committee, urged cooperation on legislative problems.

### Appeal to Average Producer

Mr. Brennan, who is chairman of the Chicago sales congress, which will be held in connection with the annual meeting of the Illinois association, April 18-19, said that the program will have a special appeal to the average producer.

President Francis P. Beiriger, Connecticut Mutual general agent, Rockford, appointed the following chairmen in addition to those already announced: L. M. Buckley, Provident Mutual, Chicago, sales congress; C. H. Leas, Jr.,

## Continental American's

## MODERN SALES ADVANTAGES

### No. 3—THE BUSINESS POLICY . . .

#### What is it?

The Continental American "Business Policy" is a low cost plan designed to provide the greatest protection during the span of life when protection is most needed—up to Age 65. During that period, it offers about one-third more than the usual amount of protection per premium dollar, plus liberal cash values. After 65, the insured has the privilege of keeping the policy in force for one-half the original amount. May be converted to Ordinary Life with premium reduced below regular rate.

The BUSINESS POLICY is one of Continental American's "points of extra protection." A booklet issued by the Company explains it to the prospect.

## Continental American Life Insurance Company

WILMINGTON, DELAWARE

A. A. RYDGREN, President

OPPORTUNITIES are now open in West Virginia, Virginia, Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, and Ohio



Decatur, New York Life past president extension; E. M. Spink, Columbian National, Jacksonville, finance; R. S. Wilson, State Farm Life, Bloomington, publicity.

At the officers' school, Miss Joy M. Luidens, executive secretary Chicago association, assisted Mr. Beiriger in leading the discussion. Mr. Leas reported the success at Decatur in stimulating attendance at meetings by sending out post cards followed up by telephone calls. As a result 80 to 85 percent attend each meeting. C. P. Carlson, Mutual Trust Life, past president Rockford association, told of a successful plan there of developing surrounding town membership.

#### Annual Dinner Successful

Mr. Palumbo told of the successful annual dinner at Kankakee to which bankers, lawyers, and state legislators are invited. An outstanding speaker is secured which builds prestige and educates the public. The meeting gets publicity in the local newspapers and gets non-members interested. Several other Illinois associations are planning such meetings during the coming year.

In securing cooperation of the industrial men, Miss Luidens said that the difference between the ordinary and the industrial men should be minimized, although programs should be of interest to the industrial men as well as to the ordinary.

In a discussion of reasons for association membership, legislative problems, good programs, friendly attitude among competitors and goodwill were stressed. Among those participating in the discussion were L. T. Oxley, general agent Country Life, Jacksonville; F. J. Manning, manager Metropolitan Life and Peoria association president; Harold E. Gidel, Mutual Life, Decatur; G. E. Underhill, Connecticut Mutual Life, Elgin, and Eldon Gieger, John Hancock Mutual, president Decatur association.

#### PEORIA SIDELIGHTS

**George Barmore**, vice-president and superintendent of agencies Federal Life, gave a luncheon for agents attending the meeting of the Illinois Association of Life Underwriters.

**Paul Nelson**, Illinois supervisor Mutual Trust, headed a delegation which included Hollis E. Beckman, Rockford general agent; C. P. Carlson, past president Rockford association and Harry Fagin, Salem, Ill., manager.

**C. R. Golly**, Peoria manager Equitable Society, gave a dinner and also a luncheon for 20 of his agents.

**N. E. Bell**, Illinois director State Farm Life, had a dinner for his agents. A large delegation of State Farm managers attended the special managers' session. George Davies, trust officer of the home office, spoke.

For the first time this year, special entertainment was arranged for wives of those attending the Illinois meeting. After a tour of the city's industrial and residential sections, they were taken to the Peoria Country Club for luncheon and a style show. Mrs. Frederick A. Schnell, wife of the Peoria Penn Mutual general agent and national committee-man, was chairman.

**Philip A. Hoche**, Bloomington general agent Kansas City Life, reports good progress in his territory.

**D. B. Murphy**, Mutual Benefit, did a good job as reception chairman, handling the door prizes. He also maintained a C. L. U. information headquarters.

**W. B. Buckley**, Metropolitan manager at Harrisburg, Ill., and secretary of the state association, was unable to be present. **B. J. Stumm**, Aurora general agent Northwestern Mutual Life and past Illinois president, was also missed.

**Frederick A. Schnell**, Penn Mutual general agent at Peoria, had 16 at a luncheon, **D. C. Siegrist**, Continental Assurance general agent, 15, and **C. W. Reuling** and **K. E. Williamson**, general agents Massachusetts Mutual Life, had 22.

**John L. Taylor**, Mutual Life, N. Y., general agent, and **K. L. Keil**, Penn Mutual, headed the Springfield delegation.

At Aetna Life's luncheon **L. O. Schriver**, general agent, had **P. L. Rohrer**, consulting psychologist, and **Paul Speicher**,

R. & R. Service, who spoke on the regular program, as guests. Twenty-five attended.

**T. A. Lauer**, Northwestern Mutual, reported good prospects in Joliet where a large national defense industrial plant is being built.

**Chester T. Wardwell**, Connecticut Mutual general agent, had a luncheon for 25 with C. J. Zimmerman, Chicago general agent, and F. P. Beiriger, Rockford general agent, as guests.

Superintendent **James B. Scott**, Prudential, reported 100 percent attendance of Danville and Peoria agents.

**J. Ham McPherson**, Illinois and Peoria association executive secretary, was on the job at all times to see that everything was functioning satisfactorily. Members expressed much satisfaction in his efficient and thorough work.

No Peoria convention would be complete without helpful aid of genial **James W. Ross**, Mutual Benefit Life, who now heads Peoria's law and legislation committee.

#### May Separate in San Antonio

Harold Coupland, supervisor American Service Bureau, and R. M. Ayres, district manager Hooper-Holmes, have been conferring in San Antonio on plans for separating the two offices in that city.

## Proposal Is Given General Approval

(CONTINUED FROM PAGE 1)

rather than the amount of the premium. If a level premium can be worked out accurately there is no reason why the same cannot be done for commissions, he said, adding that there is no reason why an agent should receive a higher commission for writing an older man than for insuring a younger one.

#### Home Life Third Quarter Plaques

Agency building plaques for the third quarter of 1940 have been awarded by Home Life to the James F. Ramsey agency, Chicago; Russell M. Simons agency, New York, and A. G. Joseph agency, New York.

The Ramsey agency won plaques in the classifications of quality business and new organization. It had the greatest proportion of representatives producing at the rate of \$150,000 annually, excluding term.

The Simons agency continues for the second quarter to score the highest standard measured by the quality effi-

ciency ratio on new business submitted. This standing is determined by a 12 month's record—the period ending Sept. 30.

The consistent producer's plaque went to the Joseph agency for having the greatest number of men paying for some business, excluding term, each month for the quarter closing Sept. 30.

#### Aetna Life's Premier Life Insurance Producer Honored

**LITTLE ROCK, ARK.**—Joe S. Maryman of the Gordon H. Campbell agency of the Aetna Life, who is celebrating his 25th anniversary with the Aetna, was honor guest at a luncheon given by his associates. He has paid for a greater volume of ordinary life than any other man on his company's Leaders List.

S. T. Whatley, agency vice-president Aetna Life, and E. W. Bradley extended company greetings to Mr. Maryman. General Agent Campbell praised Mr. Maryman's record.

He paid for \$1,000,000 or more for 11 consecutive years. His humor and philosophy of insurance selling have made him a popular speaker from coast to coast and from Texas to Canada.

# Over 45,000,000 People

## ARE NOW ELEGIBLE TO RECEIVE BENEFITS UNDER THE SOCIAL SECURITY ACT

But, — it must be remembered the Social Security Act merely sets up minimum benefits and that only by supplementing these benefits with life insurance can the average person guarantee his financial security in later years. Here then is a vast field of opportunity for aggressive underwriters. The Great-West Life is stressing this and has equipped its men with a complete sales kit emphasizing the fact that Social Security and Life Insurance are partners.

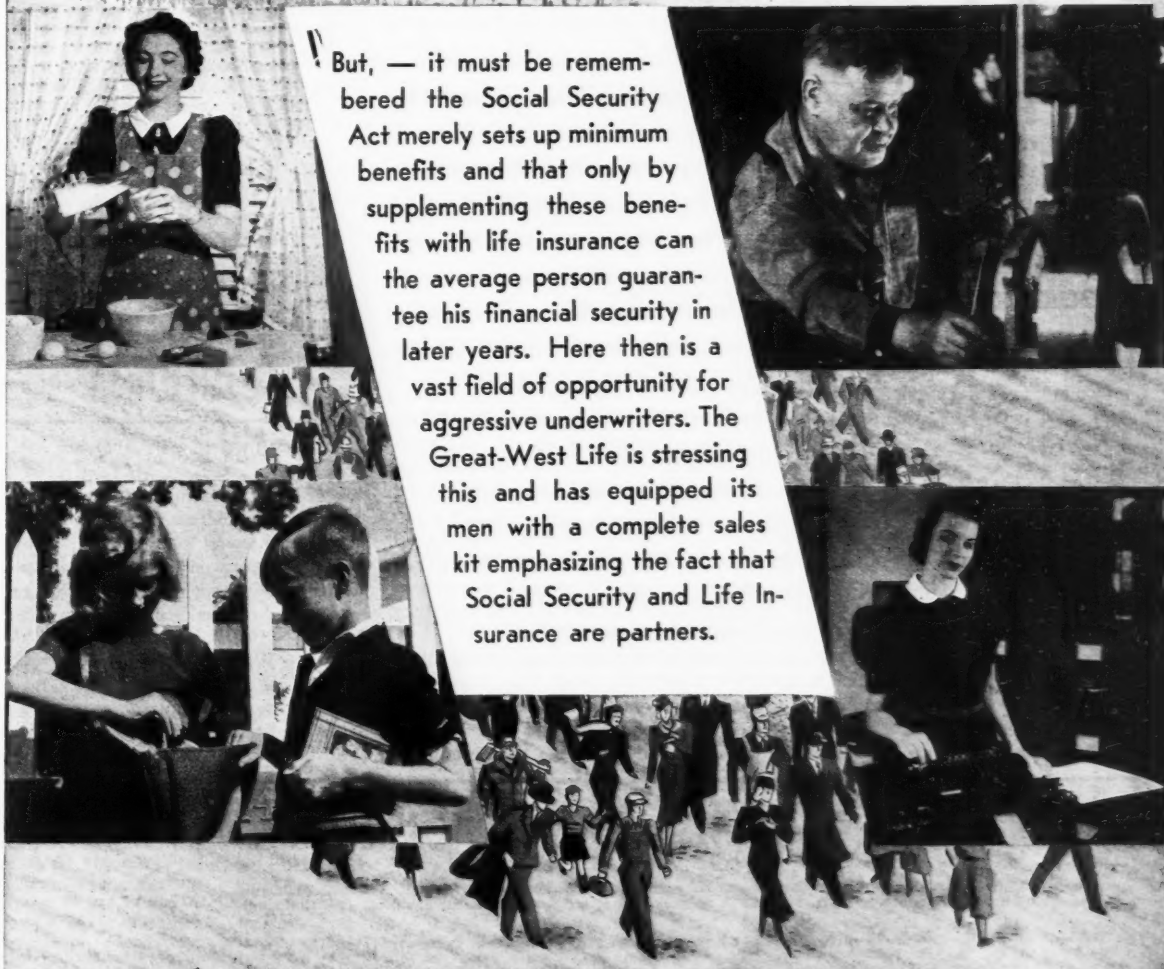
### The GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE

WINNIPEG, CANADA

Business in Force—

\$625,556,093



## EDITORIAL COMMENT

### Life Insurance and the Campaign

THE LIFE insurance business can congratulate itself on having been able to stay out of the political campaign as long as it did and with having been smeared as little as it was. Unfortunately the companies were placed in an embarrassing position by the work of the so-called "People's Committee to Defend Life Insurance & Savings." There has been no evidence that the companies had anything to do with the formation, support, or literature of the committee. Even among Willkie supporters there was widespread doubt as to the wisdom of placing the committee's alarmist leaflets in the hands of policyholders.

One solution might have been for the companies to get out a joint statement disowning the People's Committee but this might have had unfortunate results.

The more one thinks about it the stronger the conviction is that the companies were wise in saying nothing. It is entirely conceivable that each political party would have interpreted such a statement as a slap.

If a statement had been issued it would necessarily have been conservative, temperate and confined strictly to the truth. It would have got relatively little space in the papers on that account. However, any distorted emphasis which either side might have seen fit to put on it would probably have received plenty of space, the net result being that the public would have not only continued in ignorance of the truth but would have been more befuddled than ever before as to the part which the life insurance business played. It adopted a wiser course.

### Debating the Big Subject of the Hour

THE new proposal of the joint committee for revision of the plan of compensation of agents deserves close study on the part of the business as a whole. The committee welcomes criticism and suggestions. It put forth a specific plan rather than merely reciting generalities and principles in order to evoke abundant comment.

In criticizing the plan and in offering amendments, insurance people should keep in mind that the committee has deliberated at length and has weighed a multitude of considerations involved in this highly complex problem. Thus whatever is suggested should be more than an offhand, impetuous proposal. Most of the proposals that will be offered in this wide open debate will be those that were considered by the committee and discarded for valid reasons. We don't mean to suggest that insurance men should hold their tongues on that account, but rather that they should go deeply into the subject before taking a position.

The auspices under which the plan is offered are the highest and most representative that could be found. They are not thin skinned, they don't have the sort of pride of authorship that will cause them to resent criticism, but they are entitled to ask that the critics reach a fairly adequate understanding of the problem before taking the platform. It is a most vital question.

The facts, he points out, are unquestioned and they represent, in his opinion, a remarkable tribute to life insurance if taken on their own merits. It is such checkups as this which destroy confidence of insurance people in the investigation that is made by public bodies. They are convinced that there is a sinister motive back of these probes. These hearings and these studies are conducted for the purpose of getting some feature to discredit life insurance, so it would seem.

### Checking Up on Investigations

LIFE insurance people would feel much more comfortable if they could be assured that any survey or investigation by the SEC would be conducted along fair, judicial and equitable lines. Not long ago there was sensational publicity given to the SEC report of the WPA survey of industrial life insurance in Massachusetts. Even insurance people who are well informed were startled at the contents of this report in some of its phases.

Holgar J. Johnson, president Institute of Life Insurance, has made a careful study of the report and checked it up with the sources of information. He plainly states that the SEC did not confine its report strictly to the facts of

the survey. The facts, he points out, are unquestioned and they represent, in his opinion, a remarkable tribute to life insurance if taken on their own merits.

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The SEC in commenting on the WPA report omitted here and there just enough to condemn the revelations that were brought forth. Let one read Mr. Johnson's report on the survey and the

SEC publicity and he will get an entirely different conception of what life insurance is doing for industrial policyholders.

### Maintaining Sustained Effort

H. B. BERWICK of Toronto, supervisor of agencies of the Manufacturers Life, in an address discussed the very engrossing topic of why some agents continually succeed and become leaders with their companies and others do not. He has made a study of those in the Million Dollar Round Table and other men who march in the front ranks in the procession of producers. In his opinion almost all agents at one time have all the faculties of a leader.

Mr. Berwick reaches the conclusion that the top club salesmen of a life company have the faculty of sustained and continued effort. They have a fixed standard and they endeavor to maintain it year in and year out. They follow a definite program and chart a particular course. They are like the successful

athletes who do not attempt to work in spurts but they keep in good condition all the time and in the long run they win the race. They win because they do not lose their wind, so to speak. In an endurance test they can make the grade.

In Mr. Berwick's opinion, life insurance salesmen are much akin to athletes. Many young men starting in athletic work give great promise and they have those physical and mental qualities that seem to insure success. They make a splendid showing for a while. Then they lose interest or grow tired and drop out.

Certainly there is something in continued effort along a definite line where a fixed program or standard is religiously observed.

## PERSONAL SIDE OF THE BUSINESS

A. L. Cawthorn-Page, manager of the publications division of the Canadian head office of the Metropolitan Life, has been appointed director of publicity for the National War Savings Committee in Canada. His services have been loaned to the committee by the Metropolitan.

E. P. Tice of Tice & Jeffers, home office general agents Midland Mutual Life, Columbus, has been renominated for director of the Ohio chamber of commerce.

Col. Joseph Button, former Virginia commissioner, now secretary-manager of the Stock Company Association with headquarters in Washington, celebrated his 75th birthday anniversary by attending a party given in his honor in Richmond by Mrs. E. T. Burr, daughter of Mrs. Button. Mrs. Burr made a special trip to Richmond to stage the party. Her husband is actuary of the Durham Life of Durham, N. C.

John D. Moynahan, Chicago west suburban manager Metropolitan Life, was

honored on his fifth anniversary as manager at a dinner in Chicago with his agents and their wives as guests. S. D. Risley, assistant superintendent of agencies Great Lakes territory, represented the home office and Woolf Guon, president of the Chicago managers of the Metropolitan Life, represented that organization. Mr. Moynahan has been with the Metropolitan 18 years. For three years prior to his present appointment, he was agency assistant of the Great Lakes territory. He is very active in the Chicago Association of Life Underwriters and is now chairman of the managers' division.

President John A. Stevenson of the Penn Mutual Life has been elected a director of the Bell Telephone Company of Pennsylvania.

Executives of the Canada Life are proud of the achievements of one agent in England, especially during a period when England was suffering from severe bombing raids. Clifford Johnson, manager of the Bradford branch, decided to celebrate his 10th anniversary with the company with a sales campaign. He set an objective of £20,000 paid business for one month. He wrote 14 cases for £20,714. The largest policy was for £3,222 and the smallest £441.

E. A. Roberts, vice-president and general counsel of the Minnesota Mutual Life and chairman of the Legal Section of the American Life Convention, has been commissioned a major of infantry and executive officer in charge of headquarters of the first Minnesota defense brigade. He served as a lieutenant of infantry in the first world war.

The Young Democrats League of Georgia, Augusta chapter is headed by Q. A. Quillian, president Life Underwriters Association of Augusta. Scott Nixon, Augusta local agent, is secretary.

Miss S. Alberta Stutsman, advertising manager of the G. E. Lackey

## BOUQUETS

... to Howard F. Dembusky, Aetna Life, Goshen, Ind., for his lucid description of his trip down Main street at the Peoria, Ill., sales congress. In an unassuming manner, coupled with humorous observations on the idiosyncrasies of his fellow townsmen, he told of his success with the social security approach.

\* \* \*

... to Ward Phelps, Sales Research Bureau, for the observation: "Lots of things happen today because people didn't do something about it 25 years ago."

## THE NATIONAL UNDERWRITER

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agency of the Massachusetts Mutual in Detroit, is a member of the committee in charge of the annual fun-fest of the Women's Advertising Club Nov. 16.

**Dr. J. H. Pearce**, associate general agent Connecticut Mutual Life, Peoria, has been named assistant commissioner of the Illinois department of public works and buildings by Governor Stelle. Dr. Pearce headed the insurance men's committee which backed H. B. Hershey for Illinois governor.

**Harry J. Talman**, Worcester, Mass., president of the New York Life's "Top Club," by virtue of being its leading producer the past year, and Mrs. Talman were guests of honor at a dinner in Worcester. Paul A. Norton, agency director, was toastmaster and the speakers included Frank B. Summers, inspector of agencies, and W. R. Purcell, agency organizer.

**Gen. C. R. Boardman**, president Wisconsin National Life, Oshkosh, Wis., observed his 80th birthday last week, and received congratulatory messages from officers and employees, agents and friends throughout the insurance world. A leather-bound book of his life and business career, written by Arthur James, vice-president and agency director, was presented General Boardman in the home office in the presence of officers and employees. Field men conducted a testimonial month drive in October and reported by letter and telegram their volume on his birthday, showing that the quota had been exceeded.

**W. E. Collins**, veteran producer of the National Life of Vermont, Cleveland office, has retired after 48 years of service.

**Francis V. Keesling, Jr.**, counsel for West Coast Life of San Francisco, who has been serving on the army and navy selective service board in Washington for several months, figured prominently in the drawing of draft numbers. It appears that when the "lost capsules" were finally found, the authorities used Captain Keesling's civilian hat, which he was wearing, in place of the famous fish bowl for making these additional drawings. Following this ceremony some one suggested that Captain Keesling present his hat to the Smithsonian Institution. He replied: "Nothing doing. This is the only hat I have." When this story reached his haberdashers in San Francisco they wired him to give the hat—that they were airmailing him a new one at no expense to him.

Jane Elizabeth Wise, only daughter of Provident Mutual's Vice-president **Willard K. Wise**, was married to Thomas Y. Mullen of Reading, Pa., at the Holy Cross Methodist Church of Reading. Miss Wise is a graduate of Hood College, Frederick, Md., and Mr. Mullen is a graduate of the University of Pennsylvania. He is an engineer.

## DEATHS

**T. M. Lee** of Valley City, N. D., for many years closely identified with the Minnesota Mutual Life, first as a successful producer and in later years as farm manager and mortgage loan representative, was killed in an automobile collision near St. Cloud, Minn. Norman Nelson, treasurer of Minnesota Mutual, and Franklin Briese and R. K. Moore of the investment department attended the funeral.

**William D. Hill**, 42, Columbus, O., general agent of the American United Life, died there from a heart ailment.

Mrs. Euphemia R. German, wife of **D. I. German**, manager of the Toledo, O., branch of the Mutual Life of New York, died in Toledo Hospital after a brief illness.

**Sidney S. Eckstone**, for the past year and a half general agent Manhattan Life in Chicago, died after a year's illness. He had been a leading producer with Manhattan Life, having averaged \$125,000 a month for the last five months that he was active. He started in the

insurance business with the old Holzman agency Equitable Society, Chicago, remaining there until seven years ago when he became general agent for Girard Life. Two years later he was appointed general agent by Franklin Life and stayed with this company until his affiliation with Manhattan Life. When the Chicago Association of Life Underwriters held an essay contest on life insurance for Chicago high school pupils, Mr. Eckstone was chairman of that committee. He was active in the Democratic politics, and was serving on the reception committee for Harry Hershey, Illinois gubernatorial nominee.

**Ted Skinner**, 24, son of Fred Skinner, Detroit manager Sun Life of Canada, died there from uremic poisoning.

**W. L. Burruss**, 57, former Richmond manager for the Shenandoah Life, died at his home there. Because of failing health, he retired a year ago as manager but continued with the company as an agent.

## CHICAGO

### NAMES SACKHEIM, FRASIER, FORD

Sol Sackheim and R. C. Frasier have been appointed agency supervisors by Earl M. Schwemm, Chicago manager Great-West Life. These promotions result from the advancement of C. B. Devol, Jr., agency supervisor, to branch manager at Grand Rapids. Mr. Sackheim and Mr. Frasier were successful agents in the office and are holders of the C. L. U. designation. Mr. Frasier heretofore was brokerage department manager in Chicago. He will continue to devote some time to brokerage business. However, R. L. Simpson was named brokerage manager in charge of the department. Mr. Schwemm, who has a large territory, has undertaken the development of northwest Indiana and has appointed W. R. Ford district manager of that territory. Mr. Ford temporarily is traveling out of the Chicago branch. Later headquarters may be established in the territory. The annual fall dinner dance of the Chicago agency honored Mr. Devol and his wife before they left for Grand Rapids.

### GAINS MARK KLEIN ANNIVERSARY

The A. R. Klein agency of the Home Life of New York in Chicago celebrated the completion of its second anniversary by paying for the largest volume of business since the agency was organized. For the first 10 months of 1940 the agency finished in 15th place for the entire company. At least three members are expected to qualify for the President's Club meeting at Hollywood Beach, Fla., early in January.

Plans for enlarging the Klein agency to facilitate the handling of increased business are now in progress.

### WILL HONOR H. D. HIGMAN

The C. J. Zimmerman agency of the Connecticut Mutual in Chicago will hold a dinner next Wednesday evening at the Blackstone Hotel in honor of H. D. Higman, associate general agent, who is retiring after 45 years of service in life insurance. Executive Vice-president P. M. Fraser will be present from the home office as a compliment to the retiring official.

Mr. Zimmerman will preside at the dinner, at which there will be about 50 in attendance. Mr. Fraser will be the main speaker. The dinner is being given to the agency by Connecticut Mutual Life for being the leader in a production campaign in July.

### ROLL UP RECORD FOR MILES

The Insurance Exchange branch of Continental Assurance has wound up a production campaign honoring Frank A. Miles, associate manager, with October volume of \$369,000 and 163 applications. This swelled the paid business for the first 10 months to a point ahead of that for the entire 12 months of 1939. Although life production was slow gener-

## Ideal Protection Policy

### A Convertible Term Policy for the Productive Period of Life

Policy issued at age 35 provides term insurance to age 69. The policy is convertible prior to age 60 without examination. Waiver of Premium and Accidental Death Benefits may be included. Also issued on sub-standard lives.

*The Manhattan Life*  
INSURANCE COMPANY

Founded 1850

120 West 57th Street  
New York, N. Y.

## No Laughing Matter

"HARRY THE HEAD WAITER: 'Does you want a paper, suh?'"

"CLUB MEMBER: 'No, thanks, Harry; I'm tired of reading about Hitler.'"

"HARRY (thoughtfully): 'Youse right, suh, but it 'pears ter me lak dis here fellow Hitler ain't no worse'n dis here fellow Mausoleum.'"

WHEREIN Harry unwittingly reminds life underwriters that the creating of financial security for widows, fatherless children, and the aged is still one of America's prime problems, for which life insurance provides the prime solution.

**LIFE INSURANCE COMPANY of VIRGINIA**

BRADFORD H. WALKER, President

Home Office: RICHMOND



ally in Chicago, the Continental Assurance branch set a record in the annual campaign, both in volume and in the fact that 84 agents and brokers each contributed at least one application.

## SALES MEETS

### Equitable of Iowa Fetes Football Contest Winners

DES MOINES—Thirty-seven agents and ten general agents of the Equitable Life of Iowa were guests at the home office for two days and were taken in a special train to the Iowa-Purdue football game at Iowa City. The occasion was the completion of the Equitable's annual football contest, Sept. 16-Oct. 19. Ray E. Fuller, superintendent of agencies, was in charge of the event.

The group assembled for a get-acquainted breakfast in Des Moines and then toured the home office. An informal round table discussion was held in the afternoon and a victory dinner in the evening. Following the football game a farewell dinner was held at Iowa City.

The 37 agents wrote \$2,435,167 new business in the five weeks of the contest for an average of \$90,191. Their average length of service was 6½ years.

### Seminar on Career Plan

Five Oregon Mutual Life general agents attended a three-day seminar in Portland on the company's new "career plan," including P. H. Wallbridge, Eugene; Ted Thompson, Spokane; H. C. Schuppel, Boise; J. J. Patterson, Seattle, and E. A. Phillips, Portland.

### Pat Ryan Agency Rally

MINNEAPOLIS—Pat M. Ryan, general agent here for Mutual Benefit Life, has completed his first year, with an increase in production for that period of 40 percent. For this year to date he is 70 percent over the corresponding period of 1939. Mr. Ryan celebrated his anniversary with a dinner party for all agents and wives. H. G. Kenagy, superintendent of agents, was in attendance from the home office. J. H. Leaver, managing agent at Davenport, Ia., also attended.

### Hold Southern Division Rally

The Washington National held a southern division convention in Biloxi, Miss., with about 50 present. Curtis P. Kendall, vice-president; M. W. Caskey, assistant secretary, and H. E. Hayward, agency supervisor, attended.

## COAST

### Non-Admitted Companies to Be Curbed Over Radio

SAN FRANCISCO — Non-admitted insurers are violating the California insurance code if they advertise over the radio and the insurance commissioner can act against the guilty radio station, according to an opinion by Attorney-general Warren.

The opinion sets forth that a California broadcasting station had been

ordered to desist in advertising a non-admitted company but claimed exemption from the law on the grounds that it was licensed by the Federal Communications Commission and operated under the provisions of the federal communications act.

### Restriction on Radio Stations

The attorney-general, however, insists that the radio stations are subject to the state law and that no commercial announcement of a non-admitted company may be broadcast without violation of Section 703 of the insurance code, regardless of whether the program is "piped in" from another state over a net-work. In such event the entertainment part of the program may be continued but the California station is expected to cut out the commercials.

### Discuss Bill in Cal. to License "Counsellors"

SAN FRANCISCO—Much interest is being shown in the proposed bill in California to regulate the operations of so-called insurance counsellors. This is one of nine bills relating to life insurance which are being discussed at conferences of the California department and legislative committees of the various local life underwriters associations of the state. In the proposed bill a life insurance counsellor is defined as "a person who is not an active member of the state bar of California or is not licensed as an insurance agent, broker, solicitor or life agent and advises, purports to advise or offers to advise any person insured under a life insurance policy or named as beneficiary therein or who is assignee thereof, in any manner concerning that policy."

An applicant for counsellor's license would be required to pass an examination and post a surety bond of \$20,000. There would be a fee of \$10 for filing an application and \$25 for the examination.

Companies writing accident and health insurance are interested in the proposed bill providing for the establishment of voluntary hospital and health associations to be operated by doctors or by associations of doctors for "other persons." Such associations might be formed to provide all medical and surgical services, including hospitalization and nursing. These associations would be compelled to maintain a "stability reserve of 50 percent of the premiums received for the preceding month as well as an amount equal to 100 percent of all unearned or advance premiums." Such associations would also be required to provide a bond or deposit of securities.

### Life People Take Stand

At a meeting of representatives of various local associations and the California State Association of Life Underwriters an agreement was reached on a number of proposed legislative measures. Opposition was expressed toward the proposal to raise the life agent's license fee from \$2 to \$4 and to change the method of issuing licenses. Under the proposal the agent making application would be acting solely in behalf of himself and not any particular company. After obtaining a license, following qualification examination, the company would file notification that this agent was to represent that company. It would permit an agent to obtain a license to represent any company that de-

sired to appoint him after once receiving a license.

This is the present system in the fire and casualty field and the life people will object to the plan. Opposition was also expressed to a proposal that the date of renewal of license be changed from the fiscal year of July 1 to Jan. 1.

The group is in favor of the proposal to control so-called counsellors. Several amendments were suggested, however, to make what the life men feel will be a more effective law. They also suggested that the proposed surety bond for such operators be reduced from \$20,000 to \$5,000.

The group expressed the opinion that the proposal to legalize a system of medical associations is not necessary, that such associations should not be encouraged and that the organized physicians and surgeons would oppose the measure.

### Caminetti Wins Fourth Case

LOS ANGELES—Superior Judge Schmidt denied motions of counsel for the Guaranty Union Life for vacation of the order appointing Commissioner Caminetti as conservator and for a mandate compelling the commissioner to restore its assets to its former officials.

This is the fourth Chapter 9 company trial before Judge Schmidt and in each instance he has taken the same position, that the burden of proof has been on the company, not the conservator. Companies already disposed of are: National Guaranty, State Mutual of Los Angeles, Southwestern and Guaranty Union. The Great States Life is next on the calendar.

### Jerome Clark to Visit Coast

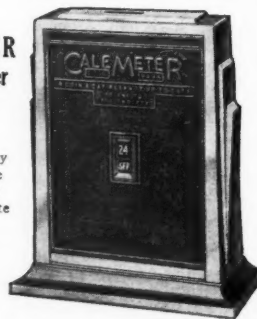
Vice-president Jerome Clark of the Union Central Life will visit the Pacific Coast next week, spending some time in Los Angeles and San Francisco.

The case study "24 Men in 24 Years" provides convincing sales material. 8 booklets \$1. National Underwriter.

## TIME-TRIED Successful BUSINESS BUILDING PLAN

### ESTATER Calometer

A Coin-A-Day Keeps The Calendar Up-To-Date



Flash Calometer on the prospect who says he can't afford more insurance and you "knock the skids from under" his argument—for you show him how a dime or a quarter a day keeps the Calendar up-to-date, financing a \$1,000 to \$5,000 policy out of spare change never missed.

### The GIFT of THRIFT!

Now is a good time to put this TIME-TRIED successful SALES CLOSER to work for you. It's the GIFT of THRIFT that creates and gets more business for you. Million dollar selling plans show you how. Send today.

Sample ESTATER and Selling Plans \$1.00 postpaid

EXECUTIVES: Write for our cooperative plan that saves money for your agents.

**ZELL PRODUCTS CORP.**  
536-8 Broadway New York, N. Y.

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**COATES & HERFURTH**  
CONSULTING ACTUARIES  
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SAN FRANCISCO LOS ANGELES

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and  
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Telephone State 1330

### WALTER C. GREEN

Consulting Actuary  
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N. A. Moscovitch, Ph. D.  
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Consulting Actuaries  
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Indianapolis—Omaha

### HARRY C. MARVIN

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INDIANAPOLIS, INDIANA

### NEW YORK

Established in 1865 by David Parks Fackler  
**FACKLER & COMPANY**  
Consulting Actuaries  
Edward B. Fackler Robert O. Holran  
8 West 40th Street New York City

Consulting Actuaries  
Auditors and Accountants  
**S. H. and Lee J. Wolfe**  
Lee J. Wolfe  
William M. Corcoran  
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E. P. Higgins  
THE BOURSE PHILADELPHIA

**82 YEARS OF STEADY GROWTH**  
Makes for Confidence in the Future

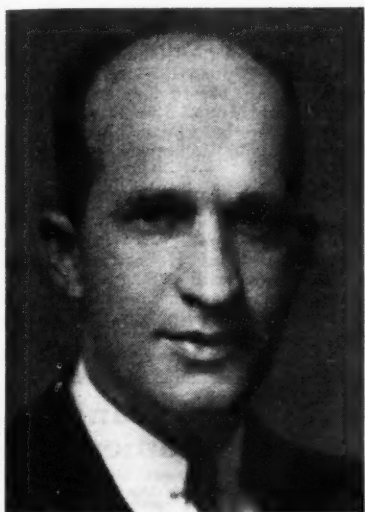
**MONUMENTAL LIFE**  
INSURANCE COMPANY

Home Office—Baltimore, Md.



## LIFE AGENCY CHANGES

### SUN LIFE'S CHICAGO CHANGE



ERNEST C. HOY

Ernest C. Hoy, for 16 years manager of the New Jersey branch at Newark of the Sun Life of Canada, has been appointed manager in Chicago, one of its most important branches. He succeeds Douglas J. Scott, who is retiring as manager after 25 years with the Sun Life, 15 in Chicago. B. R. Wright, manager at Charleston, W. Va., is transferred to Newark to succeed Mr. Hoy, while the vacancy at Charleston will be filled by L. A. Barker, Jr., now agency assistant of the Cleveland branch.

Mr. Hoy joined the Sun Life in Vancouver in 1919. In 1924, in recognition of his marked ability as a salesman, he was advanced to manager of the newly created New Jersey division. While in Newark he was prominent in organization work. He has served as president of the Newark Life Managers & General Agents Association, vice-president of the planning committee, Newark Metropolitan Managers Association and on the executive committee of the Northern New Jersey Life Underwriters Association.

#### Service in the War

At the outbreak of the war in 1914, Mr. Hoy enlisted in the Canadian infantry and at the age of 19 saw service in France, where he was stationed for three years. Early in 1917, after being invalided to England, he secured a transfer to the Royal Flying Corps and after a training course at Oxford, was advanced to lieutenant and later captain, being awarded the "Distinguished Flying Cross." An unfortunate mishap to his plane just about this time resulted in a forced landing in the German lines. Mr. Hoy was taken prisoner and was actually in a prison camp at Cologne when the armistice was signed. On his return to Vancouver in 1919, he continued in commercial aviation and in August of that year made the first flight across the Rocky Mountains, either in Canada or the United States. The route flown by Mr. Hoy on that epochal occasion was later selected as the most favorable for commercial flying across the Canadian Rockies, and today transcontinental passenger planes daily cross the mountains on his exact route.

#### Mr. Wright and Mr. Barker

Mr. Wright has been with the Sun Life seven years, prior to which he was in the real estate, insurance and brokerage business. He started with Sun Life in Indianapolis, was advanced to agency assistant there in 1935 and was transferred to Charleston as manager in August, 1939. He is president of the



DOUGLAS J. SCOTT

Charleston Life Managers Association.

Mr. Barker has been with the Sun Life since 1929, starting with the Maine sales staff. He was transferred in 1937 to Cleveland as agency assistant. While in Maine he was elected vice-president Maine Life Underwriters Association.

#### Heads Cleveland Supervisors Group

He is president of the supervisors group of the Cleveland Life Underwriters Association.

Mr. Scott, who now retires, was first associated with the Sun Life in the western Ontario division. In 1916 he was named manager for Manitoba and was transferred in 1925 to the newly-established Illinois division. Under his leadership the Chicago branch rapidly grew to one of the leading agencies of the Sun Life, a position which it retains today. Mr. Scott is a past-president of the Chicago Kiwanis Club and was a trustee of Kiwanis International.

#### Started with Union Life

Mr. Scott from 1899 to 1915 was connected with the Union Life of Toronto in Winnipeg. Then he was appointed superintendent of the Manufacturers Life of Toronto for two years. In establishing the branch in Chicago he soon put the Sun Life on the map in a very aggressive way. He built a home on Tippecanoe Lake, Ind., where he has spent considerable time during the summer. He also owns a citrus grove in Florida, his son being a physician in that locality. Mr. Scott will spend his time largely between these two points.

Mr. Hoy was tendered a dinner at Newark by members of the General Agents & Managers Association of Northern New Jersey. H. C. Lawrence, manager Lincoln National Life, acted as toastmaster. Mr. Hoy was presented a handsome desk set.

#### Carver Columbus Manager of Fidelity Mutual Life

Don C. Carver, recently connected with the Columbus, O., agency of Travelers, has been appointed manager for Fidelity Mutual there. A native of Cambridge, O., Mr. Carver taught school there for three years before entering the business world as paymaster for the Cambridge Collieries Company, from which he resigned in 1924 to enter the life insurance business. A unit manager, and then agency assistant, he was appointed branch manager in Columbus for Sun Life in 1929, and in the following year was made manager for



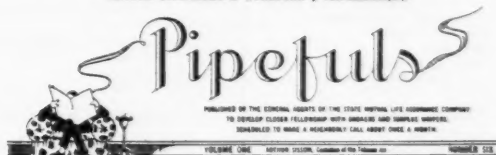
THE  
POLICYHOLDERS' COMPANY

SINCE 1845

The Mutual Benefit  
LIFE INSURANCE COMPANY

ORGANIZED 1845 • NEWARK, N. J.

*Edited Especially for You—Mr. Broker*  
*State Mutual's Newest Publication*



Brokers everywhere are saying . . .

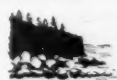
"We like your little magazine 'Pipefuls'." We hoped they would. We want "Pipefuls" to be not just a sales bulletin but a neighborly call once a month . . . a chat together in friendly fellowship.

In "Pipefuls" you're apt to find anything from ships to sealing wax, from fire engines to the climate at Timbaktu. We'll talk a little shop too—not much—just enough to tell you of the many ways in which we truly cooperate with brokers.

Would YOU like to receive "Pipefuls?" A State Mutual General Agent will enjoy sending it to you with his compliments. Ask him to put you on his list.

State Mutual Life Assurance Company  
of Worcester, Massachusetts

INCORPORATED 1844



*Rugged as New England's Rock Bound Coast*



## PROPERTY MANAGEMENT — DIRECTORY —

• The property management firms whose names are shown on this page have been selected after careful investigation. They have the recommendation and endorsement of The National Underwriter.

### ALABAMA

#### ENGEL REALTY COMPANY

Realtors & Insurers

MANAGEMENT SALES  
LEASES APPRAISALS

BIRMINGHAM, ALABAMA

### ARKANSAS

#### READ-STEVENSON & DICK INC.

Property Management  
Sales—Leasing  
Mortgage Loans

A. C. Read II R. Redding Stevenson  
Charles E. Dick

109 South Main Street

LITTLE ROCK, ARKANSAS

### FLORIDA

Property Management  
Mortgages—Sales  
Appraisals

#### HAUGHTON JR. COMPANY

108 West Bay St. Jacksonville, Florida

### ILLINOIS

#### Ralph W. Applegate and Co.

SALES AND LEASES  
PROPERTY MANAGEMENT  
COMPLETE MORTGAGE FINANCING  
GENERAL INSURANCE  
MEMBER

Chicago Real Estate Board  
National Ass'n. of Real Estate Boards  
Chicago Board of Underwriters

Continental Illinois Bank Bldg.

CHICAGO  
FRANKLIN 7078

### INDIANA

#### Property Management

Leases Sales Loans  
Appraisals—Insurance

#### W. A. BRENNAN INC. INDIANAPOLIS

#### Klein & Kuhn

Guaranty Building  
Indianapolis

SALES APPRAISALS  
LEASES

Property Management

### KANSAS

#### Complete Real Estate Service

• PROPERTY MANAGEMENT  
• SALES • RENTALS  
• MORTGAGE LOANS

The

#### Wheeler Kelly Hagny Trust Company

Wichita, Kansas

### MICHIGAN

#### EQUITABLE TRUST COMPANY 600 GRISWOLD STREET DETROIT, MICHIGAN

Property Management

Appraisals

Mortgage Loans

Sales

Trusts

Estates

### MINNESOTA

#### DUNN & STRINGER INCORPORATED

Empire Bank Building  
St. Paul, Minnesota

McNeil S. Stringer, Pres.

Mortgage Loans

Real Estate

Property Management

### OHIO

#### THE HOWELL-VIGGERS CORPORATION

Certified Property Managers

Appraisals

Sales

Second National Bldg.

Akron, Ohio

#### Raymond T. Cragin & Co.

Raymond T. Cragin, M. A. I.

PROPERTY MANAGEMENT  
APPRAISALS  
LOANS  
LEASING

Covering Complete Metropolitan Area

National City Bank Bldg.

CLEVELAND

### OKLAHOMA

#### UNITED SERVICE AND RESEARCH INCORPORATED

Terminal Building

OKLAHOMA CITY, OKLAHOMA

COMPLETE SERVICE

Appraisals

Loans

Real Estate

Management

Sales—Leases

BRANCH OFFICES

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

Metropolitan Bank Bldg. St. Paul, Minn.

West Virginia. In 1937 he returned to Columbus as manager for 46 counties.

#### Conn. General Appoints New D. of C. Manager

Jack F. Crofoot has been appointed manager for Connecticut General Life at Washington, D. C.

Mr. Crofoot was graduated from the University of Pennsylvania in 1928.



JACK F. CROFOOT

Previous to joining Connecticut General's Philadelphia office in 1932, he was in the investment business. After several years' experience in personal solicitation and management work he was transferred to Chicago as assistant manager. In 1937 he was called to the home office as agency assistant.

Mr. Crofoot will take the place of Armand Durant, who is resigning to devote his entire time to personal production for the company.

#### Emde Indianapolis Assistant

Herman C. Emde has been appointed assistant manager of the Indianapolis agency of the Union Central Life by O. D. Pritchard, manager. Mr. Emde has been active in life insurance for seven years.

#### Holliday Goes to Nashville

The Kentucky Home Mutual Life has transferred M. H. Holliday, Jr., from Ashland, Ky., to Nashville, to head the branch office general agency there. Mr. Holliday went with the Kentucky Home Mutual in 1937 as general agent at Prestonburg, Ky. After several months, he was transferred to Ashland, where he successfully represented the company for several years. He is a three-year member of the Steady Worker Club, and has qualified for every convention since his affiliation with the company.

#### Darnell with Ohio State

The Ohio State Life has appointed H. A. Darnell manager at Clarksburg, W. Va. He has been with the Shenandoah Life for the last three years as manager at Clarksburg.

#### Carter Portland, Ore., Manager

Charles M. Carter, formerly of Meadville, Pa., has become manager of the Portland, Ore., office of the Fidelity

Mutual Life. He has been in life insurance nearly 20 years, most of that time with the Edward A. Woods Company agency of Equitable Society in Pittsburgh, where he was successful both as an organizer and a personal producer.

#### Gregory with Carl Adams

Carl Adams, Cleveland manager of Ohio State Life, has appointed L. E. Gregory as supervisor. Mr. Gregory was manager of the Columbus agency of the Fidelity Mutual Life for 18 months. For six years before that he was with the Phoenix Mutual Life in a supervisory capacity in Philadelphia, Boston, Pittsburgh and Columbus.

#### Shenandoah Appointments

A. S. Craft has been appointed manager of the Roanoke, Va., branch of the Shenandoah Life. He has had several years of successful life insurance experience and in recent months has been home office supervisor for the Shenandoah.

Joe W. Mann becomes manager of

#### Title Insurance Companies

• The title insurance firms whose cards are shown on this page have been selected after careful investigation. They have the recommendation and endorsement of The National Underwriter.

### COLORADO

#### THE TITLE GUARANTY COMPANY

H. Elliott Houston, Pres. Aksel Nielson, Exec. V. P.  
"Home of Landon Abstracts"

Titles insured thruout Colorado.

Escrow Service—Loans—

Abstracts

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### MISSOURI

#### Title Insurance Corporation of St. Louis

810 Chestnut Street

McCune Gill, Vice President

Qualified with Insurance Departments  
of Missouri and Eastern States

—o—

Disburses construction funds and insures against Mechanic Liens

### OHIO



### OKLAHOMA

#### DARNELL-ZUENDT CO.

Realtors and Insurers

REAL ESTATE  
MANAGEMENT  
SALES — LOANS  
APPRAISALS

Member of Institute of  
Property Management

Beacon Bldg., Tulsa, Okla.

#### AMERICAN FIRST TRUST CO.

First National Bldg.

Oklahoma City, Okla.

STATE-WIDE TITLE INSURANCE

Under Supervision of State Bank  
Commissioner



the branch at Charlotte, N. C. He has been with the Shenandoah Life several years and in recent months has been a home office supervisor with headquarters at Lewisburg, N. C.

#### A. E. Ford with Federal L. & C.

Anthony E. Ford, who was agency director and vice-president of United Casualty of Westfield, Mass., has been appointed general agent of Federal Life & Casualty of Detroit for Worcester county and western Massachusetts. Mr. Ford in going to Worcester returns to his home community.

R. B. Cooper, Sacramento, Cal., manager Northern Life, has appointed C. J. Beisang assistant manager. Mr. Beisang is vice-president of the Sacramento Life Underwriters Association.

Joseph Zabler, with North American Life & Casualty since 1934, has been named district manager at Manitowoc, Wis. He has been a member of its App-a-Week Club since he began work in Manitowoc six years ago.

The American Life of Birmingham has opened a state agency at Nashville with J. M. Kile, formerly of Birmingham, as state agent.

Dave Noble has been appointed supervisor of the Nebraska agency of New England Mutual Life in Omaha by Will F. Noble, general agent.

#### Home Life Man Holds 158

F. Leslie Rowe, a member of the investment department of Home Life of New York, is one of those who holds draft number 158, the first number drawn in the lottery under the selective service and training act. Mr. Rowe is 28 years old, single and lives at home in Flatbush, L. I. He has studied banking, finance, economics and money rates at New York University. He went with Home Life in 1936. He has specialized in the analysis of railroad securities and engaged in other special research work.

#### Named in Hawaii



D. A. ROGERS

D. A. Rogers has been appointed manager of the life department of the Bishop Insurance Agency, Ltd., which handles Canada Life affairs in the Hawaiian Islands. He has served since 1938 as superintendent of agents there.



#### Sales Teacher Joins Pacific Mutual Ranks



A. M. ANDERSON

A. M. Anderson has been appointed general agent in Ventura, Cal., by Pacific Mutual Life. The author of a number of popular books relating to life insurance subjects, Mr. Anderson has fertile ideas on selling and programming. Since 1936 he has traveled extensively in the United States and Canada, conducting sales clinics. His most recent company connection was with Occidental Life of Los Angeles.

### AGENCY NEWS

#### Wertimer Agency, Buffalo, Observes 50th Anniversary

BUFFALO—The golden anniversary of the Wertimer agency of the Prudential was celebrated at a banquet attended by many life insurance executives.

High tribute to Sidney Wertimer, head of the agency, and to the late Henry Wertimer, its founder, was paid by officials, who lauded the Wertimer family not only for its development of a strong Prudential agency but also for the great work it has done for the institution of life insurance.

#### Traces 50 Year Growth

Sidney Wertimer, toastmaster, traced the inception and growth of the agency over 50 years. His father as a pioneer in life insurance founded the first Prudential agency in Buffalo at a time when the company was little known. He presented a trophy to T. F. Brady for setting the best record in the agency for the year.

George H. Chace, vice-president Prudential, traced the start of its writing of ordinary in 1886. C. A. Carr spoke for the special agents in Buffalo.

F. A. G. Merrill, Buffalo general agent State Mutual and veteran of 50 years in the insurance business, spoke for the other Buffalo general agents, and M. R.

Mabee, Albany, for the out-of-town Prudential managers.

Other speakers were Vincent B. Coffin, vice-president Connecticut Mutual; R. G. Engelsman, Penn Mutual, New York City, president New York State Association of Life Underwriters; A. E. N. Gray, assistant secretary Prudential, and D. P. Sullivan, assistant manager of the Wertimer agency.

#### Newark Agency Wins Plaque

The Newark agency of the Continental American Life, of which Irvin N. Relay is general agent, won honors in October, "Founder's Month," paying for 175 percent of its quota.

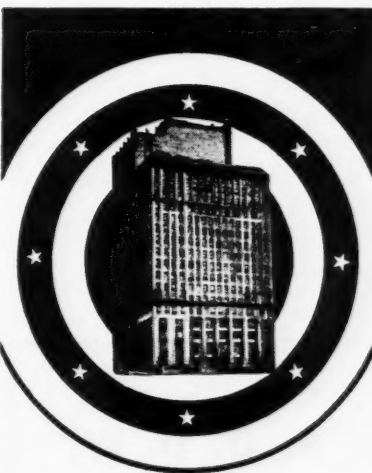
The agency was awarded a handsome bronze plaque for its accomplishments.

The Indianapolis office of the Massachusetts Mutual Life has been moved from the Electric building to 700 Circle Tower. Open house was held for general agents and managers, many of whom visited the new quarters.

#### Draft Canadian Group Law

TORONTO—A draft of new group life insurance legislation acceptable in its broader implications to those companies particularly interested in this type of business has been drawn up and is understood to have been voted on favorably by a majority of the companies concerned. Uniformity of underwriting practice is directed to the question of regular employer-employee groups involving 50 persons and those with less than 50; association groups and creditors' insurance. General discussion has been invited before it comes before the insurance superintendents.

Provision is made for every insured to receive a certificate. Every certificate would contain the name of the insurer and the insured, and of the beneficiary, if any is designated. The draft is quite comprehensive and makes uniform the practice already established by leading life companies in the Dominion.

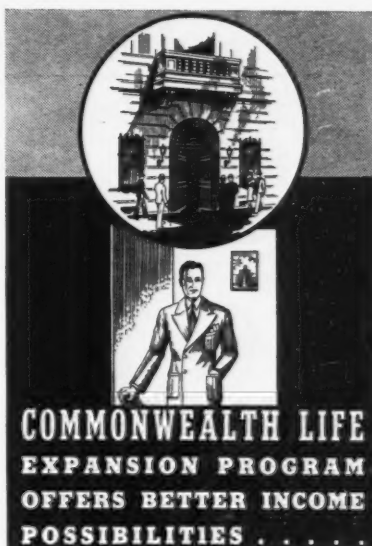


General Agency  
OPPORTUNITIES  
for good personal  
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Ordinary, Whole Life Policy Without Investment Features  
Life Insurance In Itself Is Inexpensive  
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33 Years of Dependable Service to Policyholders

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COMMONWEALTH LIFE has gained popularity with its hundreds of thousands of policyholders through real service. With this background and its intensified development of its territory the campaign offers attractive opportunities to capable salesmen. Policies are issued from birth to the age of 70. Write

WALTER S. SCHNEITER,  
Secretary of Agencies

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Liberal Agency Contract . . .  
Build Your Own Agency . . .  
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For contract and territory in Wisconsin, Illinois, Minnesota, Michigan or Indiana, address Agency Manager

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LIFE INSURANCE COMPANY  
OSHKOSH, WISCONSIN

## LEGAL RESERVE FRATERNALS

### Editor Says State Supervision Is Good

Fraternal benefit societies appreciate state supervision of insurance, finding the departments anxious to protect the citizens in their dealings with insurance institutions, Walter Basye, editor, "Fraternal Age," declared in a statement issued as a part of the public relations program of the National Fraternal Congress. The fraternal, he said, originally asked for supervision, feeling the public was entitled to be protected against illegitimate organizations posing as fraternal societies and run by unscrupulous persons. They asked for laws placing their insurance departments on the same standard as commercial life insurance, and they have been ever diligent in upholding and obeying the law.

The main purpose in forming the National Fraternal Congress in 1886, he commented, was to secure state laws to regulate societies, to set up high standards and assure the efficient management and conservation of members' funds.

#### State Supervision Successful

"During the depression it was demonstrated that state supervision of all lines of insurance was a positive thing," Mr. Basye said. "The institution of insurance came through much better than did any other financial institution. That was due to two things: a high sense of duty among the managers of insurance concerns of all types, and the careful and painstaking supervision of the state insurance departments.

"Relations of the fraternal societies and the insurance departments are very cordial. Leaders of the fraternal societies and the departments will cooperate continually to improve the laws. Fraternal leaders, engaged in one of the finest of public enterprises, that of protecting homes and families, are sticklers for law observance. They set the example by obeying the laws themselves and by having their societies obey the laws."

He noted the comment of Superintendent Pink of New York in his speech at the Baltimore convention of the N.F.C., that "fraternal insurance now enjoys an enviable record for financial stability and efficient service."

### Junior Order Planning Merger of Departments

The proposed merger of the funeral benefit and beneficiary degree departments of the Junior Order United American Mechanics was discussed by Itha McFarland, national councilor, in the society's publication "Junior American." He commented that the funeral benefit department with its greatly decreased number of members would not be able to pay off the old indebtedness of that department for a long time to come. The membership was large when the department became in arrears in payment of benefits, due to the small insufficient monthly assessments.

When new rates were put in effect April 1, 1939, he explained, there were sufficient members in the department to have paid off all of the indebtedness by the time of the next national council session in June, 1941, but this large enrollment did not persist. The new schedule of monthly rates, plus the sale of certificates of indebtedness, has been sufficient to cut the indebtedness of the department approximately in half, he

said. The depleted membership continues, however.

Merger with the beneficiary degree, he said, would insure prompt payment of every old claim of the funeral benefit degree. A referendum ballot has been sent to every certificate holder of the beneficiary degree with an explanation of the proposed merger plan. So far about one-third of all votes of certificate holders has been received and more than 80 percent of these have voted for the merger. When the plan is ratified and put into effect the funeral benefit department will be eliminated and all members' certificates will be on a safe, sound, solvent basis, Mr. McFarland explained. All enrolled members of the funeral benefit department will be given certificates of insurance.

#### Benz Visitor in Chicago

Alex O. Benz, president Aid Association for Lutherans, head of the National Fraternal Congress, was a visitor in Chicago Saturday, conferring with Foster F. Farrell, executive secretary-manager, and with him attended the Northwestern-Minnesota football game.

#### Phillips Speaks in Indiana

John C. Phillips, assistant to the president of Modern Woodmen in charge of field organization, will speak at the annual meeting of the Indiana Fraternal Congress in Indianapolis Nov. 15 on persistency of business. He is chairman of the persistency committee of the National Fraternal Congress and reported on a study of this subject at the annual meeting in Baltimore recently.

The German Beneficial Union, Pittsburgh fraternal, has been admitted to Virginia.

### To Issue Interpretations of Premium Moratorium Act

WASHINGTON — Regulations interpreting the provisions of the soldiers and sailors relief act which affect life insurance will probably be issued within the next week or 10 days. The act itself, while providing a moratorium on premiums of men in military or naval service is ambiguous on a number of points. For example, is a policy "in force" within the meaning of the act while running on the extended term or paid up option? Does "cash value" mean the value less loans or accumu-

lated dividends or does it mean the entire reserve less surrender charge?

These and a number of other questions have to be answered through interpretive regulations. An important point to get clarified is the exact basis on which the government will make its final settlement with the companies.

## POLICIES

### Prudential Makes Some Changes

All the Prudential's ordinary policy forms have been completely revised, effective Dec. 1, premium rates for modified life 3, modified life 3-20 and all single premium policies increased, and minor adjustments made in premiums for policies issued at age 10 and under and for certain special rating policies at older ages. There was a slight change in the method of calculating premiums for monthly income policies.

Three new policies were brought out, family income, income endowment and whole life paid up at age 85. Joint life, 20 payment life pure endowment addition policies and those providing continuous monthly income to beneficiary, have not had a good sale and will be discontinued Nov. 30. In place of 20 payment life pure endowment addition, a 15 payment life or 20 payment life policy for an increased amount may be written with the premium about the same as that charged for the contract that is discontinued.

#### Family Income Contract

The family income contract is written on the modified whole life 3 plan and includes with each \$1,000 face amount of permanent whole life, a sufficient decreasing amount of term to provide an income of \$10 monthly up to the policy's 20th anniversary. It will be written on the 20 year plan only with minimum face amount of \$5,000. Accidental death benefits for an amount equal to the whole life portion may be added, this benefit being payable in one lump sum at death.

#### Income Endowment Explained

The income endowment form is written to provide insurance with a lifetime income beginning at ages 55, 60 or 65, as selected, with payments guaranteed for 10 years certain. The face amount is \$1,200 for \$10 monthly income. These

policies take the place of the endowment continuous monthly income "self" policies. They will be issued only with a 10 year certain period and no provision has been made to continue the life income to beneficiary.

The whole life paid up at 85 contract replaces endowment at age 85.

#### Provide Extended Insurance

In the policy revisions, extended insurance which is now provided by concession after premiums have been paid for three months, has been made a part of the policy. The interest rates calculated in instalment optional settlements has been reduced to 2½ percent, the same as for policyholders' funds left with the company at interest. The premium waiver disability provision in the new policies will not become operative until the insured attains age 15.

Some changes have been made in non-forfeiture values, the American Men 3¼ percent table having been used throughout with full reserve available as a surrender value at the end of 20 years or hereafter. Modified life 3-20 policies with accidental death benefits have been changed to provide the death benefit for the full initial amount of insurance.

#### Annuity Form Discontinued

The instalment refund annuity (total periodical payments not less than purchase price) has been discontinued and there is substituted a life annuity with a 10 year guarantee. This contract contains no surrender values and is written on the nonparticipating plan. The amount of income per \$100 purchase price instalment under retirement annuities has been reduced slightly due to reduction in interest rates. Cash values are provided after purchase price instalments have been paid for three months or more. No change was made in cash values for durations of one year or more.

Premiums for limited payment life policies paid up at ages 55, 60, 65, and 70 are being included in the new rate book now in process of compilation.

(CONTINUED ON LAST PAGE)

## WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

Its investments of more than \$129,000,000 are largely in Government, State and Municipal Bonds.

It has paid to beneficiaries over \$266,000,000, and to living members over \$51,000,000.

It values all of its outstanding business on the American Experience Table and 3%, and for each \$100 of reserve and current liability it has assets on hand of the value of \$117.51.

Through prosperity and depression, war and epidemic, its financial strength has paralleled its record of insurance and fraternal service.

It maintains at San Antonio, Texas, an endowed free hospital for members who suffer with tuberculosis. This institution is on the accredited list of the American College of Surgeons.

Founded in 1890, the Society is this year celebrating its 50th Anniversary with a great nation-wide campaign for new members.

De E. Bradshaw, Pres. Omaha, Nebr.

### The A. O. U. W. of North Dakota

THE PIONEER OF FRATERNAL LEGAL RESERVE SOCIETIES

Provides All Popular Forms of Life and Disability Insurance

A True Fraternal and a Mutual Life Insurance Association

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#### "Five Pertinent Points . . ."

that make selling to Lutherans (a select prospect list) both profitable and easy for you:

1. Financial Strength
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If you are interested in a secured selling future that will increase your income, address your letter to Superintendent of Agencies:

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A Legal Reserve Fraternal Benefit Society

Bina West Miller Supreme President  
Frances D. Partridge Supreme Secretary  
Port Huron, Michigan



# Sales Ideas and Suggestions

## Prospecting, Morale and Simple Approach Stressed

The general agents and managers clinic which preceded the fall meeting of the Illinois Association of Life Underwriters in Peoria stimulated an enthusiastic response. Even a veteran like Philip B. Hobbs, Chicago manager Equitable Society and past chairman of the National Association of Life Underwriters managers division, declared that he had accumulated numerous ideas so as to give his agents one of the best "pep" sessions they ever had at his next agency meeting.

The all-day session conducted by B. N. Woodson and Ward Phelps of the Sales Research Bureau, with Kenny E. Williamson, Peoria co-general agent Massachusetts Mutual in general charge, was devoted primarily to the problem of the established agent. Mr. Woodson and Mr. Phelps alternated in presenting ideas which they had gathered from their contacts with various general agencies.

### Deficiencies All Inter-related

Common deficiencies of agents lagging in production are insufficient exposure to prospects, inadequate prospects and insufficient presentation, it was brought out. These are closely inter-related so that an improvement in any one category tends to improve the other two.

The successful methods of one general agent who has 12 agents producing \$2,500,000 a year were related. He spends eight days in training a new man. Instead of outlining the fundamental steps in selling, this general agent so conducts his training that the agent discovers these fundamentals for himself. In this way they are fixed more clearly in his mind than if they were merely outlined to him. Prospecting is stressed so the agent will build up a reserve to fall back upon when he uses up his natural prospects. Under this plan, the agent calls on older men, seeking the names of young men who are going places and have foresight to appreciate a plan for the future.

### Simple Approach Used

A simple sales approach is used. The agent asks the prospect if he would be satisfied if his boss cut his salary \$1 a week and instead provides him with \$2,800 when he reaches 65 or a like sum for his family if he dies before that time. The reply is usually favorable so the agent then explains that life insurance provides such a plan. In order to forestall objections to making a long time commitment, he explains that paid-up values continue the life insurance in force even if the prospect is unable to continue the payments.

In explaining his plan, the agent draws two columns on a piece of paper. One is headed "Your Obligation" under which he puts down \$1 a week. Under column two, "Our Obligation," he puts down, "Pay you at 65 \$2,800." 2. "Pay your family if you die \$2,800." 3. "Reserve." 4. "Disability." After he gets through his explanations he adds a "Y" to the second column's heading which makes it "Your obligation" and points out that it is up to the prospect to provide this protection for himself and his family. If the prospect then hesitates, it is necessary to find the hidden objections by asking him questions. In order to complete the close, it is usually necessary to play on the prospect's emotions by citing examples of life insurance in action.

The importance of stimulating prospecting was also stressed. It is estimated that prospecting accounts for 90

to 95 percent of the success of an agent while most managers give only 2½ to 5 percent of their attention to this subject in training men. In the first place it is necessary for the manager to sell the agent on the idea of prospecting. He should then go over various prospecting techniques and then get the man to actually use them. More attention is being given by managers to motivating men to use prospecting systems and in supervising their use. Many new agents do not really appreciate the value of prospecting until they have been in the business for several years and then they regret they did not give more attention to it. In getting to know people he does not know through the people he does know, it is necessary for an agent to develop the technique of asking leading questions, to find out about family additions, marriages, etc. Several of these were pointed out, such as: "Do you know any man who has learned to make money but not to invest?" "What men do you know who can write a check for \$50 and not be embarrassed?" More prospecting contests are now being used and managers are devising systems for creating more interest in prospecting. One manager prepared an outline of various needs for life insurance and then asked his agents to fill in the names of people they knew in those circumstances.

### Morale Is Important

Morale plays an important part in agency management. A manager can equip his men with good techniques, but in order to bring them to boil he must fire under the pot. Morale makes a difference between a successful and unsuccessful agency using the same plans. Morale can often be improved by removing the negatives which hinder an agent. This may include lack of cooperation on the part of the wife, ill health and fear of defeat. Many men who appear to be lazy are suffering from fear of defeat. Morale can be improved by developing skill and by sharpening up the agent's objectives. The man who is equipped with a sure-fire close, for example, will be anxious to go out and try it. Agents have a desire for recognition and respond to such stimuli as striving to be the first million dollar producer in the agency. A successful contest was held in which the winner was given the right to call the company president by his first name for a year.

By getting an agent to go on record in seeking an objective, he will strive to achieve his aim. It is important to constantly encourage an agent in such ways or he will get into an inferiority complex.

### Spark of Enthusiasm Essential

One common quality of successful agents is the spark of enthusiasm. Good salesmanship, prospecting programs and knowledge are all factors, but enthusiasm is essential. An agent can gain enthusiasm by being given the proper appreciation of the institution of life insurance and its social contributions. For example, for every \$1 paid in for life insurance, \$1.09 is paid out or credited to the policyholder in the form of reserves. Agents should be given a greater appreciation of their job by stressing the fact that the only way to secure wide distribution of life insurance is through the agency system.

At the luncheon J. M. Clark, John Hancock Mutual Life general agent and

president of the Peoria managers and general agents division, presided. W. M. Houze, Chicago general agent John Hancock Mutual Life and president Chicago association, told how the Chicago managers division cooperates in working out mutual problems that arise between agencies. One of the division's big features of the year is the sponsor-

ing of the annual Christmas party to which the cashiers and office people are given tickets. By giving an annual golf party for assistant managers and supervisors much good will and cooperation is secured.

"Assistants and office help can either be the biggest asset or hindrance, so treat them right," Mr. Houze urged.

## AGENCY MANAGEMENT

### Adequate Income of Agents Test of Agency's Success

DETROIT—No life agency can be considered a success unless its manager and all its agents are making a satisfactory income. H. T. Burnett, vice-president Reliance Life, told the Associated Life General Agents & Managers in speaking on "Building An Agency."

His observations grew out of four years' experience with a not-too-successful southern agency, followed by 19 years as head of the company's home office agency in Pittsburgh, which he built to a point where it produced as much as \$16,000,000 of new business annually, representing about 27 percent of the entire new business volume of the company.

The first step toward building a successful agency is to increase (or restore) its morale, he declared, and the first move in this direction is to lop off non-producers at once. Men who cannot or will not produce enough business to make a living have no place in a successful agency. It is unjust to the other men in the agency and to the misfits themselves to allow them to remain on the staff.

### Non-Producers Lower Agency Morale

Such men lower agency morale and monopolize a large share of the manager's time, which could be spent much more profitably helping the average and better producers to become still better producers. A very few non-producers can do irreparable damage to agency prestige, while an agency that is reputed to be successful attracts men with the will to become successful. His practice was to have a session with men who had not produced for four weeks, notifying them that they would have to get out of their slump or get out of the agency.

In bringing in a satisfactory number of new producers, this problem should be an interest of the men already in the agency rather than of the manager alone. The best recruits are usually those brought in by the agents themselves; they are men with whom the agent will be glad to work; they "fit" and add to the morale of the staff.

Mr. Burnett believes in encouraging agents to bring in new men and in cash bonuses for good men so secured. When a general agent, once each year he gave an elaborate banquet for agents and prospective agents. In order to attend, each agent was obliged to bring with him at least one good prospective agent.

### Opposes Too Protracted Training

He emphasized the value of aptitude charts in closing with prospective agents and gave some figures along that line.

He pointed out the danger of too protracted a theoretical training period before going into the field. After a relatively brief training period in the office, the new men should be sent into the

field with experienced agents for joint work, preferably with the men who brought them into the business. Recruits should receive the full commission on the first three joint cases sold or on the first \$10,000 of business, to keep them from becoming discouraged. After that, commissions on joint work should be split between the old and the new agents. This arrangement should continue until the recruits are able to go out on their own responsibility without help.

Production records should always be made available to the agency staff, since competition is necessary to keep both old and new men on their toes.

### Morale Mainspring in Agents' Success

Morale building will be the keynote of the Sales Research Bureau's educational work during the coming year. John M. Holcombe, Jr., manager, announced at a meeting of the Chicago Association of Life Underwriters' managers division. Agents like watches can't function without a main spring and that main spring in the agent's case is morale. For the last five years the Research Bureau has been studying this problem, trying to get under the surface to find out what makes agencies operating under the same conditions and doing the same things vary on results.

Morale is a state of attitude, a point of view which colors every phase of agency work, Mr. Holcombe pointed out. Morale is more the cause of success than success the cause of morale. Morale is not an aftermath of success.

### Morale Building Factors

In building morale there are several prime principles. Agents like recognition and they like to work under a competent manager. Managers should put agents' interests first. This is easy to say but extremely difficult to do because it is natural for a man to be primarily interested in himself. Mr. Holcombe pointed out. No manager can hold his and his agents' interests equal. It is important that managers make recognition a habit. Instead of commending agents at only sales meetings he should recognize the agent's progress in all his contacts with him. Managers should also be humble and keep themselves in the background. This is not easy to do as it is natural to strut but if a manager can be humble he can get his men to go 100 percent for him.

Managers are paid to get along with agents and not for the agents to get along with the manager. The manager should take his men into confidence and tell them about changes and complications beforehand instead of exploding

## NEWS OF LIFE ASSOCIATIONS

announcements like a bombshell. Managers should sell new ideas to the men instead of telling them to go out and use them. It is important that the manager consider his men as individuals instead of treating them as a group. The life insurance business is now entering upon a new phase of human relationships and it is up to the manager to study his men so that he can learn how to strike the chord to get the right response, Mr. Holcombe declared.

George F. B. Smith, assistant vice-president Connecticut Mutual Life, and Mrs. Holcombe were guests.

### Plan Exchange of Information

The Life Agency Managers, Inc., of Richmond, has adopted a plan for interchange of information regarding policies of insured. This is a cooperative plan, having in view better servicing in the interests of the insured. A uniform blank was adopted to be used in carrying out the plan. It was agreed that no such information should be furnished without written authorization from the insured. The advisability of holding a sales congress in Richmond in January was discussed. The consensus was that one should be held if plans to obtain certain speakers materialize.

### Newark Cashiers Organize

At a meeting of cashiers of life agencies in Newark, the Life Agency Cashiers Association of New Jersey was formed, with George E. Adams, Prudential, as temporary chairman and chairman of the nominating committee. At the next meeting Nov. 27 officers will be elected and a constitution and by-laws adopted.

### Single vs. Annual Premiums

At a meeting of the Buffalo Life Managers Association Cyrus Falconer and Louis J. Teall discussed "Advantages of Single vs. Annual Premiums."

### Reduction of Lapses

D. C. Mix, conservation manager State Mutual Life, addressed a joint meeting of the Pittsburgh Supervisors Club and the Life Cashiers Association of Pittsburgh relative to methods of reducing lapses. Directing attention to the losses sustained by policyholders and companies by the termination of policies before the purposes for which they were bought had been fulfilled, Mr. Mix discussed factors which the agent should consider at the time a new policy is sold in order to reduce the possibility of subsequent lapse.

### Baltimore Cashiers' Meeting

At the first meeting of the season of the Baltimore Life Agency Cashiers Association J. C. Johns, president, started a general discussion which resulted in formulating plans for the year's schedule. In addition to Mr. Johns, who is with John Hancock Mutual Life, Mary K. Albert, Guardian Life, is vice-president; Mable E. Clark, Connecticut Mutual, secretary-treasurer.

### Earle Is Montreal Speaker

A. P. Earle, president and managing director of the Montreal Life and immediate past president of the Canadian Life Insurance Officers Association, spoke at a dinner of the Montreal Life Insurance Managers Association.

### Gettys on Detroit Board

Donald Machum, Manufacturers Life, president Associated Life General Agents & Managers of Detroit, has appointed E. V. Gettys, manager Bankers Life of Iowa, a member of the board succeeding J. B. Macken, manager Mutual Life of New York, who has been transferred to Chicago.

### Cleveland Supervisors Meet

R. T. Moore, Mutual Life of New York, led the discussion at a meeting of the Supervisors Group of the Cleveland Life Underwriters. Subjects taken up were "Recruiting Man Power—a

### Sees Need for Reservoir of 50 Names at All Times

HARTFORD—Manuel Camps, Jr., general agent in New York for John Hancock Mutual Life, in speaking before the Hartford association, said that probably 70 percent of one's success in the business can be attributed to prospecting, and on this basis wondered how an agent could reconcile spending less than one day a week or 16 2/3% of his time on a phase of his work which means 20 percent of his success.

"We should devote more of our time to prospecting," Mr. Camps asserted. "If we can't or won't prospect, our days in the business are numbered. If you want to be successful in prospecting, develop your technique. To develop your technique means you must become skillful. To become skilled requires that you practice, drill and actually do the things which are necessary, and in this way will you become a real prospector."

"More than half of your job in being successful is to have on hand a minimum of 50 carefully selected names with full information. In this way you will always have a reservoir of good potential customers. Whenever that number falls below 50 there is only one rule to follow—stop trying to sell and start prospecting until you have 50 qualified names."

Another feature of the meeting was the presentation of C.L.U. diplomas by John Marshall Holcombe, Jr., manager of the Research Bureau. Philip I. Holway, Connecticut General, president of the Hartford C.L.U. chapter, spoke briefly and presented Mr. Holcombe.

Franklin F. Pierce, Connecticut Mutual, president of the association, presided.

### New York City Rally

NEW YORK—President Patterson announces an interesting program for the mass rally being held by the New York City Life Underwriters Association Nov. 12 at 2:30 p. m. at the Hotel Pennsylvania. Among those who will take part are Manuel Camps, Jr., Harper Dowell, chairman of the board; Ralph Engelsman, president New York state association; Albert Hirst, counsel for the state association; Roger B. Hull, managing director National association; Harry E. Morrow, chairman of the board of past presidents; President Lloyd Patterson, Robert Redpath, Lester Rosen, George Shoemaker and Past President Leon Gilbert Simon.

### Life and Fire Men Frolic

The Wichita Life Underwriters Association and Wichita Insurers held a joint stag barbecue and picnic at the Wichita Gun Club with a program of indoor and outdoor sports and a large attendance.

Selling Job." "Locating and Cultivating Effective Centers of Influence," and "Selection of Agents—Aptitude Index—Natural Selection."

### Phelps Speaks in Des Moines

Ward Phelps of the Sales Research Bureau, addressed the November meeting of the General Agents & Managers Club of Des Moines on "Working Habits."

### Cashiers, Office Managers Elect

The Cashiers & Office Managers Group of the Cleveland Life Underwriters has elected R. M. Lavell, Manufacturers Life, president; J. T. Wear, Home Life, vice-president, and Skulda Andersen, Guardian Life, secretary-treasurer.

The Oklahoma General Agents & Managers Club staged a golf tournament and stag dinner at Twin Hills Golf Club, Oklahoma City.

### Average Producer to Get Attention in San Francisco

SAN FRANCISCO—A new committee to assist producers in the lower brackets has been created by the San Francisco Life Underwriters Association with A. K. Deutsch, associate general agent State Mutual Life and Million Dollar Round Table member, as chairman. The committee will seek to develop programs and special studies for the average producer in the effort to increase his production. At the first meeting several average producers talked on ways and means of self-development under the chairmanship of Gerald F. McKenna, general agent Continental Assurance. In discussing "It's Being Done—Each and Every Day," six young producers gave talks, indicating that they are on their climb to higher production records. They were: Henry Drabin, Penn Mutual; Oak Adams, Provident Mutual; Robert Cook, Phoenix Mutual; Stanley Brooks, Guardian Life; Arthur Larkinson and Louis Tilin, Metropolitan Life.

Buffalo, N. Y.—Paul H. Troth, superintendent of publicity Home Life of New York, declared conscription will not have much effect on life insurance sales because the great volume of such sales is to men with families and dependents. He added that life insurance companies "are watching the present situation closely to protect the best interests of policyholders."

M. S. Tabor, trustee of the American College of Life Underwriters, presented C. L. U. certificates to D. R. Hinkley, R. S. Spurr and S. C. Collins.

Oklahoma City—O. D. Douglas, trustee of the National association and general agent Lincoln National at San Antonio, Tex., speaks Nov. 8.

Milwaukee—An advanced course, featuring salesmanship for business insurance, estate analysis and taxation, has been started. Jack Windsor, general agent Connecticut General Life, is chairman of the educational committee. Experienced attorneys, accountants, tax attorneys and insurance producers comprise the faculty.

Detroit—John O. Todd, "millionaire" producer of J. S. Vail & Sons, Chicago, will speak Nov. 14.

Dubuque, Ia.—W. D. Stegner of Madison, Wisconsin director of State Farm Life, spoke.

Tennessee—E. H. Blair, Bankers Life, Nashville, vice-president and acting secretary, conferred in Chattanooga with President Terry Archer, National Life & Accident, on preliminary plans for the annual meeting and sales congress to be held in April, 1941, at which the Chattanooga association will be host.

Chattanooga, Tenn.—The question of the effect on private insurance selling of privileges offered draftees by the United States government was the subject for discussion, led by E. O. Martin.

Dr. C. B. Henry, medical director Provident Life & Accident, declared that quality business rather than volume is now being stressed throughout the entire life insurance organization. Leland Waggoner, chairman education committee, announced that about 100 are enrolled in life insurance study classes.

Nashville, Tenn.—Lynn Broadus, Chicago general agent Guardian Life, is speaking Nov. 8 on "You and Your Future."

Cedar Rapids, Ia.—D. Bobb Slattery, assistant to the agency vice-president of the National Life of Vermont, was the speaker on "Where Is Your Competition?"

California—Saying that a strong and powerful institution is needed in these critical days, George H. Page, president, has issued a forceful appeal to agents to join hands in strengthening the various local associations throughout the state.

Mr. Page's message was issued in connection with a campaign in which R. M. Greathouse, general agent Connecticut General Life and chairman of the San Francisco association's membership committee, is leading a drive to double the San Francisco membership. There are 1,500 licensed life agents in San Fran-

cisco with an association membership of only 340. He seeks to make the total 600 or more.

San Diego, Cal.—John W. Yates, general agent Massachusetts Mutual Life, Los Angeles, spoke on the "Challenge of Life." "An American Portrait" was shown.

Fort Smith, Ark.—George L. Mendes, assistant superintendent of agencies Guardian Life, spoke at the monthly luncheon meeting.

Butler, Pa.—L. W. Jackson, State Mutual, Pittsburgh, spoke on "Selling the Young Man."

Los Angeles—J. F. Curtis, Massachusetts Mutual Life, will speak at the forum session on "Motivation."

Chicago—S. E. Martin, Columbus, O., general agent Mutual Life, will address a luncheon meeting Nov. 8. George Huth, Provident Mutual, will address the cashiers division at luncheon Nov. 12 on cooperation between supervisors and cashiers. Supervisors club will meet Nov. 14, and the group supervisors division Nov. 18. The committee in charge of plans for the annual Christmas party will hold a meeting Nov. 19, and the advisory council, Nov. 26. A meeting of the membership committee is scheduled for Nov. 15. The life insurance and trust council's next meeting will be Nov. 27.

Salina, Kan.—Jay W. Smith, vice-president United Life, Salina, spoke on "Home Office Side of Life Underwriting." Next meeting will be Dec. 7.

Emporia, Kan.—Commissioner Hobbs of Kansas spoke on "Efficiency in State Supervision of Life Insurance."

Manhattan, Kan.—J. E. Conklin, Hutchinson, president of the Kansas association, spoke Nov. 2.

## POLICIES

(CONTINUED FROM PAGE 18)

These policies may be written in amounts of \$1,000 or more.

### Connecticut Mutual Dividend Reduction Is Announced

HARTFORD—"A somewhat greater conservatism in respect to the management of policyholders' funds seems to be the part of wisdom at this time, particularly in view of the unsettled world-wide conditions and the continued lowering of interest rates," states James Lee Loomis, president of the Connecticut Mutual Life, in announcing a proposed new dividend scale for 1941. The proposed scale, which will not be formally approved by the directors until its first meeting in January of next year, results in a reduction of about 8 percent, on the average.

### Smaller on Lower Premium Forms

Because of certain adjustments deemed necessary from the point of view of keeping the distribution as equitable as possible among the different groups of policyholders, there is a smaller reduction on lower premium policies and at earlier durations than on policies calling for a higher rate of premium and at the longer durations. There is a much greater number of policies to which the smaller reductions are applicable than the number which receive the larger reductions.

The Connecticut Mutual expects to continue the 3 1/2 percent rate in connection with both dividend accumulations and optional settlement contracts.

New single premium annuity rates have been announced by the Connecticut Mutual and are computed on a 2 1/2 percent interest rate. Single premium deferred annuities will no longer be issued. The company has also adopted new limits on annual premium deferred annuities, the amount on one life, new and existing, being \$1,500 in annual premiums, or an annuity of \$500 per month, whichever is the lower. The new rules and rates affecting annuities went into effect Nov. 1.



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1. HOSPITAL CONFINEMENT—Up to \$5.00 per day, for as long as thirty days in any one policy year while confined in a recognized hospital in the United States or Canada.
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X-RAY (except teeth)—\$5.00
3. SURGEON'S FEES—\$50.00, \$25.00 or \$15.00, depending upon class of operation, for surgical operation when performed in the hospital. Included in the Surgical schedule are all types and kinds of operations that are most prevalent.

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Snapped at the New York City Life Underwriters Association's first fall meeting, S. S. Wolfson, treasurer, and Lloyd Patterson, president. They are general agents respectively of the Berkshire Life and the Massachusetts Mutual.



Group at Research Bureau-Agency Officers gathering—C. L. Clark, secretary Liberty Life, Topeka; Ward Senn, president American Mutual Life; Jack Hann, Otis Hann Co., Chicago.



At Research Bureau-Agency Officers convention—James F. Oates, Chicago general agent; Grant L. Hill, director of agencies, and Ralph H. Hobart, Chicago general agent Northwestern Mutual Life.



F. A. Wickett, vice-president, and O. R. Carter inspector of agencies, Chicago, of New York Life at Agency Officers-Research Bureau convention.



Informal glimpses at convention of Research Bureau-Agency Officers meeting—J. M. Royer and A. A. Loeb, Chicago general agents Penn Mutual; Miss Elizabeth

Stevens and E. J. Scofield, members of bureau staff; Ray P. Cox, vice-president California-Western States Life, and H. A. Blanton, vice-president Volunteer State.